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SLOANE
Quality
LINOLEUM PRODUCTS

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America's Finest Linoleum Products

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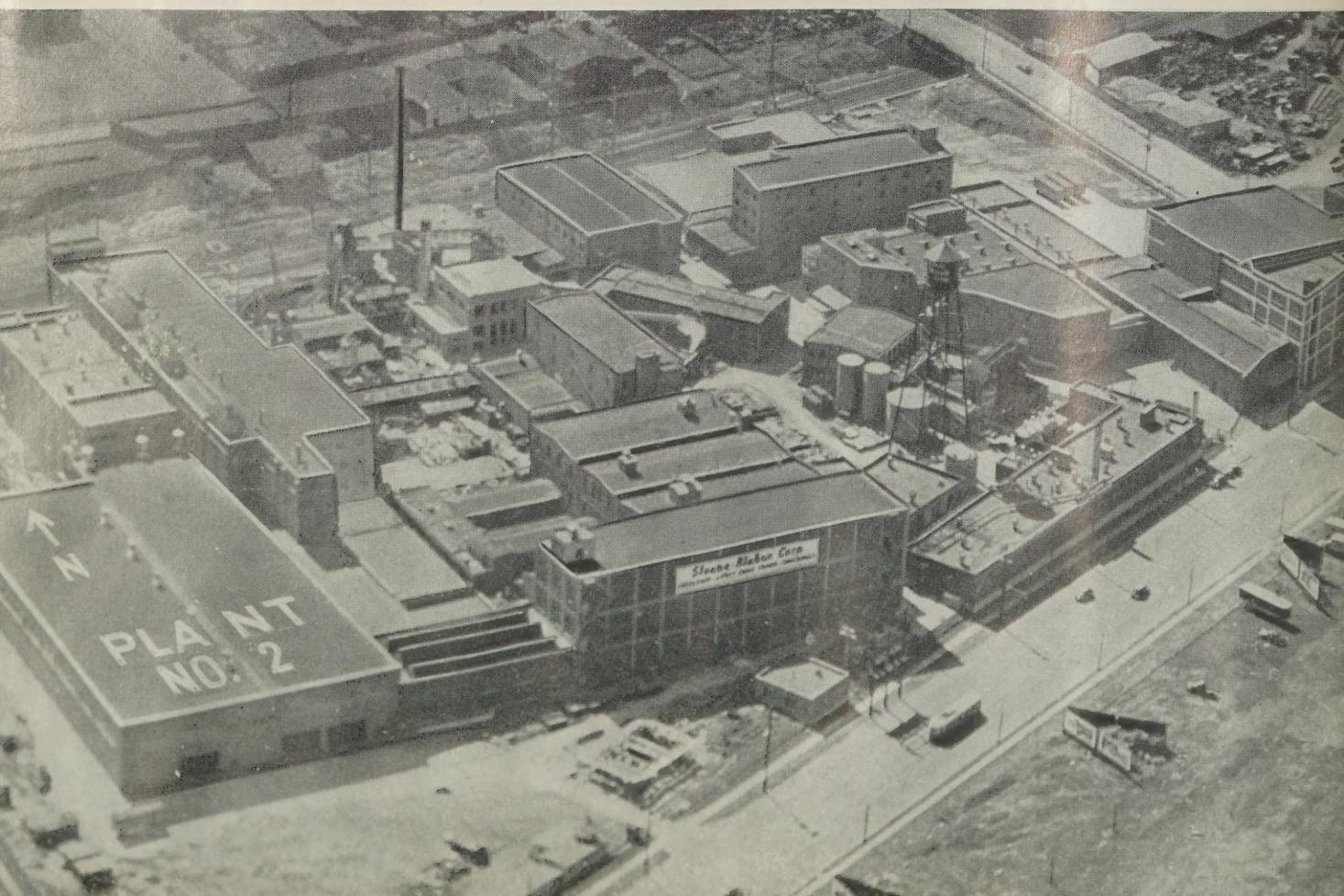
World's Most Modern ● Sloane-Blabon's two great plants at Trenton (above) and Philadelphia (below), recently enlarged and modernized, are the most up-to-date linoleum products plants in the world. Here skilled craftsmen of great experience operate the newest and most efficient machines to produce America's finest Linoleum products. Sloane quality is guarded at every step — even to the manufacture of the basic wood flour in the Sloane-Blabon mill at East Baldwin, Maine.



America's

Finest Linoleum

Print—Courtesy of Bettman Archives

NEARLY a century and a half ago, in 1807, the year of Robert Fulton's first successful steamship voyage, the first of the several companies which were to become the Sloane-Blabon Corporation was founded, for the manufacture of oilcloth. In 1886, a new industry was born in America when George Washington Blabon installed the first linoleum calender ever built in America. Then, as now, the prime aim of this pioneer linoleum maker was quality — quality in design . . . quality in color trueness . . . quality that would stand up better and wear longer.

In 1931, world-famed W. & J. Sloane Manufacturing Company combined with the George W. Blabon Company, whose outstanding leadership in linoleum had been recognized by leading decorators for years, to form the Sloane-Blabon Corporation. Because the name "Sloane" was short and easy to pronounce, the linoleum products manufactured soon came to be known by that name.

Sloane-Blabon's finer quality . . . better design . . . truer colors . . . have long been sought by those who knew linoleum, wherever perfection of design and color and long wearability are important. They are found today in the finest homes and apartments, in the smartest hotels, in famed ocean liners, in exclusive shops, in magnificent offices — everywhere that beauty and excellent taste are first considerations.

In the 142 years since its birth, this old and honored organization had never striven for large volume, but constantly for finer quality. Now, great technical advances and great new machines make it possible to more than double the production of Sloane Quality Linoleum Products without sacrificing the perfection of detail which generations of fine craftsmen have made famous throughout the floor covering industry. Now new millions of homeowners can have the advanced styling, the tastefulness, the longer lasting loveliness that only Sloane can offer.

But, Sloane-Blabon is not resting on past laurels. Constant research and testing are taking place in our laboratories with new products and new, more efficient methods of producing them — not to keep pace with competition, but to go even farther ahead. Plant expansion and modernization continue . . . to make more Sloane Quality Linoleum Products available to our dealers. Saleswise, too, Sloane-Blabon is revolutionizing the smooth floor covering industry with new merchandising and display methods. In great, continuing national advertising campaigns, Sloane-Blabon is telling millions upon millions of families the story of Sloane Quality.

In the years ahead you will see more and more evidence that "Big Things are Happening at Sloane-Blabon."

World's Finest Linoleum Products Display Room

Here are views of the newest and most modern showroom in the smooth floor covering industry, the Sloane-Blabon National Display Room at 295 Fifth Avenue, New York.

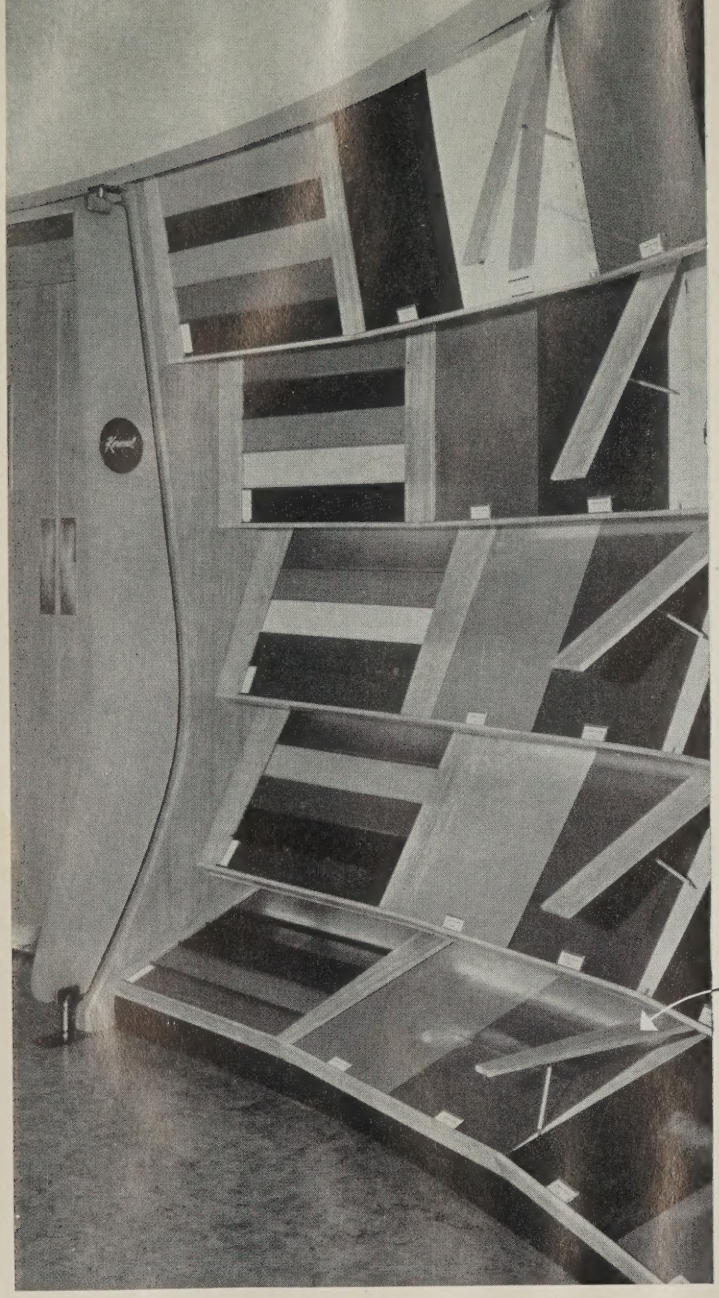
This revolutionary display technique allows customers to see linoleum products at eye and floor level — making it easy for the customer to choose patterns and designs — making sure that the customer will be satisfied with her choice when it is installed on her own floor.

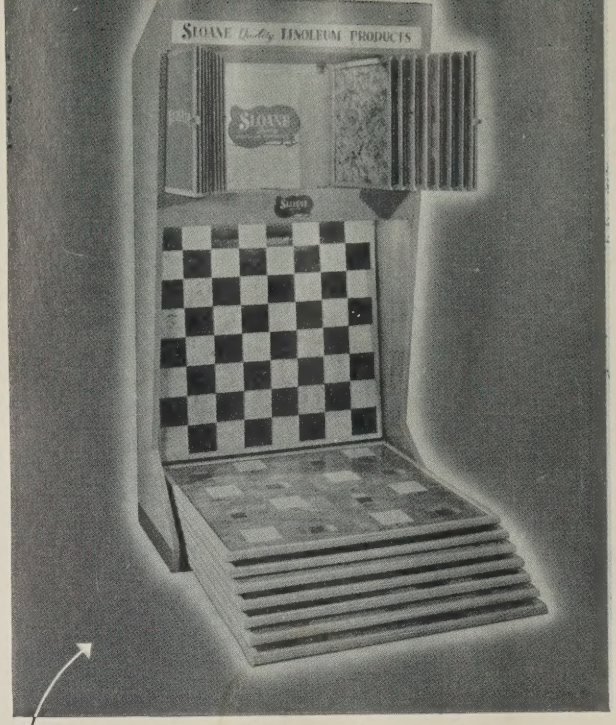
The dominant decorative scheme is provided by the multi-colored samples displayed, complemented by a muted midnight blue ceiling, constrasting white cove valance and blue gray columns that blend harmoniously with the neutral gray Marbletone linoleum floor.

More than 300 samples are displayed in a series of sloping panels covering most of the wall space of the show room. Each section of this new kind of display contains five panels which hold sample swatches three feet by 21 inches. Larger size panels measuring five feet, six inches by 32 inches, hold Resilient Enamel Rug samples showing rug corners and borders with two or more repeats of patterns.

Both incandescent spot lighting and fluorescent flood lighting are used to give a clear view of patterns, permitting patterns and designs to show to better advantage.

Great savings in floor space are possible with this method of display, since samples are along the walls, instead of wasting floor space as do "vertical roll" display methods.



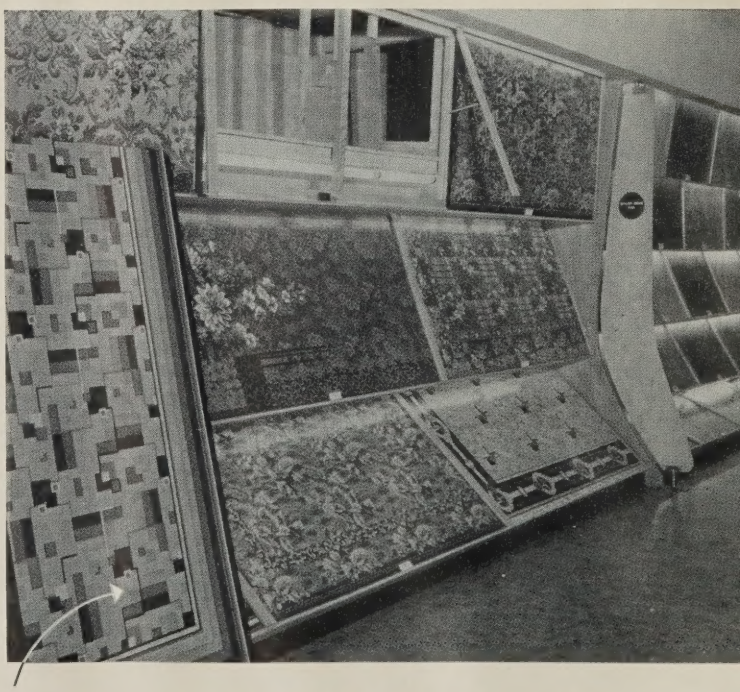


Above is "Treasure Island," the world's smallest linoleum department. "Treasure Island" makes use of the same eye-level, space-saving principles which have proved practical in the Sloane-Blabon National Showrooms, but on a smaller scale. It shows 46 patterns in only 6⅔ square feet of floor space. Order one or more "Treasure Island" units from your distributor.

At left is a close-up view of the Koroseal tile and cove base section of the display, showing how easily samples may be replaced. Note that frames on right side of display are lifted to show how samples are held in place.

Blueprints showing how to construct eye-level display units in your store will be sent Free to Sloane-Blabon dealers

Make yours the most modern smooth floor covering display in town. Complete, detailed blueprints and instructions will be sent to you free of charge upon request. Remember, floor space is worth more today than ever before. The saving in floor space alone which this new display method permits should pay for the cost of construction in a very short time. Write for information and blueprints.



Above is a section of the Resilient Enamel display, showing method of mounting. Rug sample in left foreground is illustrated waiting installation in the top center space which is vacant. Fluorescent lighting fixtures provide illumination without shadow or distortion.

Rust reds in the straight line Inlaid flagstone pattern (#1620) add to the "outdoor terrace" effect of the window garden. Green walls make this a complementary color scheme. Greenish yellow woodwork blends with wall color and with the old ivory in the floor pattern.

The silver green Sloane Quality Inlaid Marbletone pattern (#0106) provides the keynote . . . green, growing things in the windows . . . lemon-yellow walls . . . green and yellow fabrics. This related color scheme makes a cool, pleasing kitchen — restful to work in.

Start with the Floor

For an Early American Kitchen

Three floors are illustrated to show how each floor is the base for a different color scheme, giving three different "looks" to the same kitchen. It's easy to see from these examples how simple the art of decoration becomes when you "start with the floor." The other colors seem to flow up from the floor, making a picture of complete color harmony.

Sloane Heavyweight Resilient Enamel (#5164) gives a smart floor here at lowest cost. The red and blue of the floor designs are echoed in red fabric and pastel blue walls. Woodwork takes its cue from the cream field color in the floor.

Other kitchen color suggestions

NATURAL WOOD

Floor	White Marbletone (#0191) or Broken Tile (#1629) or Diagonal (#1682)
Koroseal Cove Base	Chocolate (#4014)
Counter Tops	White (#0191)
Wall Covering	Blue (#5603)
Walls	Parchment or light blue
Trim	Natural Wood
Curtains	White—multi-colored with blue and red
Upholstery	Cafe-au-lait

RED AND WHITE

Floor & Counter Top	Red (#0105) or (#0170)
Koroseal Cove Base	Claret (#4003)
Wall Covering	White (#5602)
Uncovered Walls	Light Chinese red tint or sand color
Trim and Ceiling	Oyster White
Curtains	Red and white
Upholstery	Black or tan

Start with the Floor

and make it Modern

Here is another kitchen done three ways — all smart and modern — all with Sloane Quality Linoleum Products on the floor and on the counter tops — for no kitchen can be truly modern without the streamlined smartness of linoleum on the floors and the counters. Yet each kitchen has an entirely different look, each taking its cue from the floor.

more kitchen color schemes

YELLOW AND BLUE

Floor	Midnight Blue (#0165) or diagonal (#1681 or #1690)
Counter Tops	Yellow (#0108)
Koroseal Cove Base	Midnight Blue (#4008)
Wall Covering	Chinese Red (#5610)
Walls and Trim	Light Yellow
Ceiling	White
Curtains	White with yellow, blue and red
Upholstery	Yellow

BLUE AND WHITE

Floor & Counter Tops	Midnight Blue (#0165)
Koroseal Cove Base	White (#4001)
Wall Covering	Steel Grey (#5620)
Walls and Trim	White
Ceiling	Willow Green
Curtains	White with red, green and blue
Upholstery	Red

GREEN AND YELLOW

Floor	Chartreuse (#0112) or (#1692)
Koroseal Cove Base	Yellow (#4009)
Counter Tops	Yellow (#0108)
Wall Covering	White (#5602)
Walls	Yellow with green, white and tangerine
Trim	To match wall covering
Curtains	Dark green
Upholstery	Tangerine

GREEN AND BROWN

Floor	Brown (#1750)
Koroseal Cove Base	Chocolate (#4014)
Counter Tops	Tan (#0154)
Wall Covering	Green (#5600)
Walls	White with green, shell pink and brown
Trim	Ivory
Ceiling	Pale tint of Nile green
Curtains	Brown, green and white
Upholstery	Shell pink

MAROON AND BLUE

Floor	Dark Gray (#0107) or (#0100)
Koroseal Cove Base	Claret (#4003)
Counter Tops	Red (#0170)
Wall Covering	Blue (#5603)
Walls (uncovered)	Light aqua blue
Trim	Oyster white
Ceiling	Aqua blue (lighter than walls)
Curtains	White
Upholstery	Dark Gray or Oyster white

ORCHID, GREEN AND YELLOW

Floor	Chartreuse (#0112)
Koroseal Cove Base	Forsythia (#4009)
Counter Tops	Yellow (#0108)
Wall Covering	Orchid (#5615)
Walls	Light yellow-cream
Trim	Gray
Curtains	White with green, yellow and orchid
Upholstery	Yellow

A new Resilient Enamel pattern, No. 5280, (above), sets the color plan for the Mexican motif. Below, we used Inlaid pattern 1645 to tie together provincial and modern. Wedgwood Koroseal Cove Base and Molding in both rooms.

The sunshine kitchen, below, is built around that sunny yellow Marbletone (No. 0108) floor and cool green Marbletone (No. 0106) counter tops and "splash backing." Koroseal Cove Molding seals counter and wall watertight.

Powder blue floor of Sloane Quality Marbletone (#0118), edged with Koroseal Cove Base (#4001) sets the decorating pattern for this beautiful bath. Pastel blue for the walls, with curtains of yellow, gives a truly smart effect. The built-in dressing table in the combination bath-dressing room — an idea which is becoming extremely popular.

Start with the Floor *in the Bathroom*

● Here again, three entirely different color schemes for the same bath grow from the Sloane floors used. Notice that in each case, light, pastel walls are used to give a feeling of space. Other bathroom color schemes are suggested on the opposite page, all of which will give lovely new rooms at amazingly low cost.

This neutral-tone floor of inexpensive Sloane Quality Resilient Enamel (#5177) is outlined with Balsam Koroseal Cove Base (#4016). The green of the cove base is carried upward in the woodwork of the wall closet, harmonizing with pastel green walls.

Here the wall color, pastel greenish pearl-grey, is chosen as the complementary color to the deep rose red of the Marbletone pattern #0105. Koroseal Cove Base is pattern #4000. The red of the floor is repeated in pink window and shower curtains.

Here are more color schemes for beautiful bathrooms

GREEN AND SILVER

Floor	Green (#0103) or (#1608)
Koroseal Cove Base	Black (#4000)
Wall Covering	Green (#5600)
Upper Walls	Silver with white and green
Trim	White
Ceiling	Silver
Curtains	Green and silver
Upholstery	White

★

CORAL AND BLUE

Floor	Cream and coral (#0110), or blue (#0178) or (#1690)
Koroseal Cove Base	Midnight blue (#4008)
Wall Covering	Blue (#5603)
Upper Walls	Coral
Trim	White
Ceiling	White
Curtains	White with blue and coral
Upholstery	Coral or white

★

YELLOW AND GREEN

Floor	Yellow (#0108)
Koroseal Cove Base	Jade (#4002)
Wall Covering	Green (#5600)
Upper Walls	Yellow
Trim and Ceiling	White
Curtains	Green and white
Upholstery	Lemon

★

RED AND GREEN

Floor	Ruby (#0170), or coral (#0110)
Koroseal Cove Base	Claret (#4003)
Wall Covering	Peach (#5604)
Upper Walls	Light jade green
Ceiling and Trim	White
Curtains	White with coral, carmine and green
Upholstery	Carmine

★

ROSE AND BLUE

Floor	Blue (#0178) or diagonal (#1690)
Koroseal Cove Base	Midnight blue (#4008)
Wall Covering	White (#5602)

ROSE AND BLUE—*continued*

Walls and Trim	Tea Rose
Curtains	Blue, white and pink
Upholstery	Rose

★

RED AND WHITE

Floor	Red (#0170)
Koroseal Cove Base	Claret (#4003)
Wall Covering	White (#5602)
Walls	Pastel Pink
Trim	Ivory White
Ceiling	Cardinal Red
Curtains	Multi-Colored with red predominating
Upholstery	Yellow

★

BLUE AND WHITE

Floor	Blue (#0118) or diagonal (#1681) or (#1690)
Koroseal Cove Base	Blue (#4008)
Wall Covering	White (#5602)
Upper Walls	Aqua
Trim	White
Curtains	Blue and white
Upholstery	Red

Start with the Floor

in a "Problem" Room

★ Here's a typical "space-waster" found in millions of homes — a room-with-a-jog. Here are three decorating ideas. (Above) That space-wasting "jog" is now a shipshape "study cabin" for a young skipper. The "masts" dividing it from the stateroom are plywood pillars . . the window curtain a discarded sail. The "ship's deck" floor is a random-plank effect in Sloane Quality Inlaid Linoleum, pattern 1610, trimmed with chocolate Koroseal Cove Base, pattern 4014.

★ Now the alcove becomes a playroom for a little girl. The lattice that divides the play area from the bedroom, is 10-cent store ribbon. This is a room that can be done at very small expense. The rugs are Sloane Quality Heavy Weight Resilient Enamel, pattern 3196.

★ This time the waste space becomes a sewing room — again at very small expense. Secondhand shutters form the screen that separates sewing room from bedroom. Wall-to-wall floor covering is a new Chinese matting effect with floral design, pattern 5257.

● Trophy room-den for a sportsman is shown above. The decorating scheme takes its cue from the Sloane Quality Inlaid Linoleum floor, pattern #1631, which gives the effect of expensive hardwood parquet. It's edged with Koroseal Cove Base, #4014.

● Here's a double-duty den. There's a desk for her and a desk for him. Furniture is from the attic or the secondhand store. Inexpensive floor covering is Sloane-Blabon's new Pennsylvania Dutch Resilient Enamel pattern #5238. Cove Base is #4001.

Start with the Floor *in the Den*

● Linoleum products make perfect floors for dens both for beauty and for their sound-smothering ability. Below is a library den fit for a millionaire's mansion. The floor is Koroseal Crystaltone Tile patterns #4516 and #4517, with Koroseal Crystaltone feature strips #4507. Cove Base is #4016.

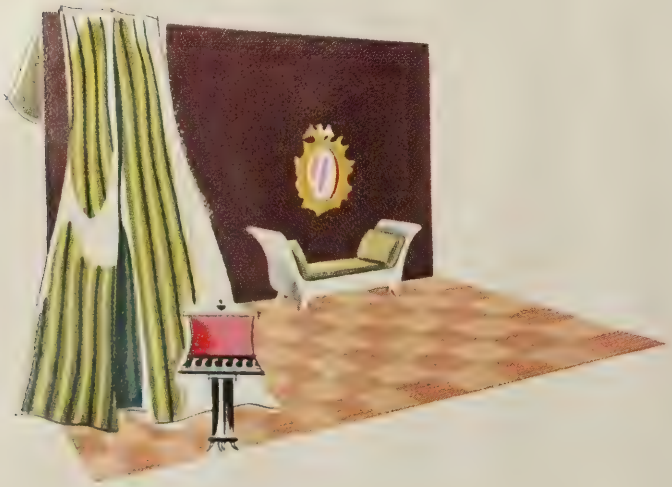
Start with the Floor

in any room

★ More and more homes all over America are using Linoleum Products in living rooms, dining rooms, bedrooms — everywhere that the smart modern look is desired. For linoleum, today, is a high style floor covering for any room in the house. On this page are some suggested color schemes, each based on a different floor. But the possibilities are unlimited. Start with a new floor in any of these rooms and you get a new, beautiful effect — smart — modern — wonderful to live with.

dining room — Here we choose warm, lively colors to stimulate the appetite. The floor is Green Marbletone, pattern #0106. Walls are Café au Lait. Drapes are Quartz Yellow. They may be plain or with Chinese Red and Green stripes and flowers.

bedroom — Feminine frills go well here. We take a floor of "Boudoir" Blue linoleum, pattern #0178, paint the walls Lemon Chrome, and drape the windows with White chintz, with lots of Blue, Yellow, Red and Black. It's a room to make any woman feel like a queen!



living room — Because long hours will be spent in this room, we strive for a restful effect — a tan inlaid floor, pattern #1673, with walls of Tobacco Brown, and drapes of Tiber Green with Yellow stripes. Upholstery is Yellow with gay floral design.

game room — Let imagination have free rein — a gay floor of Red Marbletone, pattern #0105, walls of Sombrero Tan, with drapes of White or Chartreuse with sports figures of chess design. Slip covers may be of any gay color.

SLOANE
LINOLEUM PRODUCTS

SLOANE
Quality

*KOROSEAL FLOORS

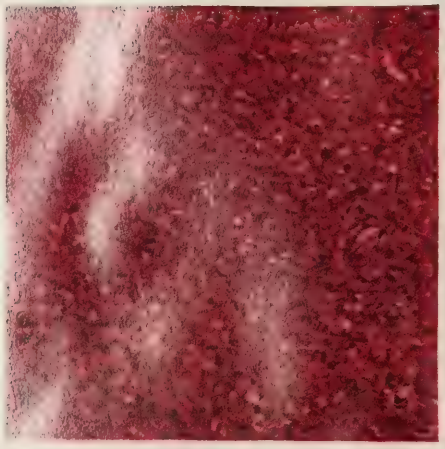
*® B. F. GOODRICH CO.

Sloane Quality *Koroseal CRYSTALTONE TILE

4500—BLACK

4501—WHITE

4502—CRUSHED RASPBERRY

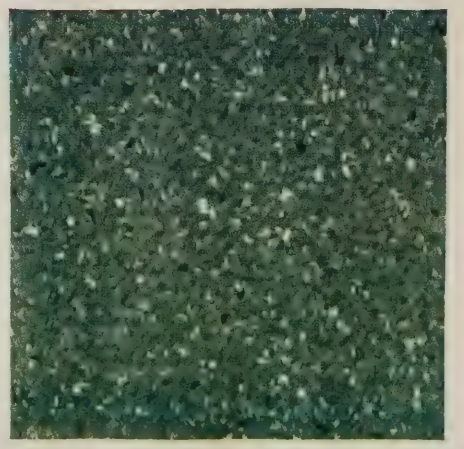


4503—GARNET

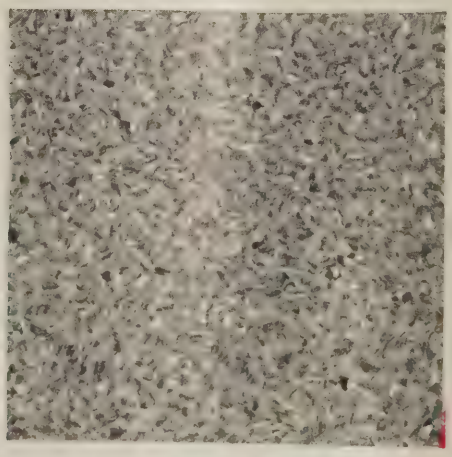
4504—MAPLE TAN

4505—AUTUMN BROWN

4506—SURF GREEN



4507—HUNTER GREEN



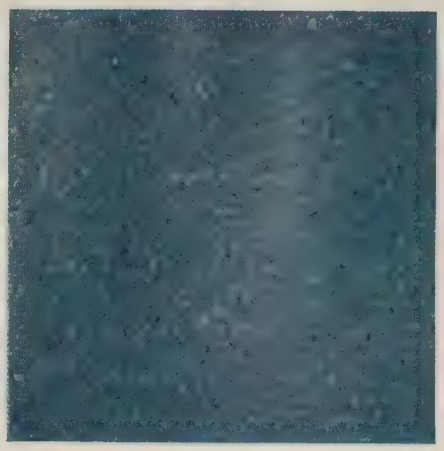
4508—DOVE GREY

* ®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality *Koroseal CRYSTALTONE TILE

4509—COPENHAGEN BLUE



4510—HOLLAND BLUE

4511—FIESTA RUST

4512—DESERT ROSE

4513—ARABIAN ROSE

4514—BUCKSKIN TAUPE

4515—CHOCOLATE BROWN

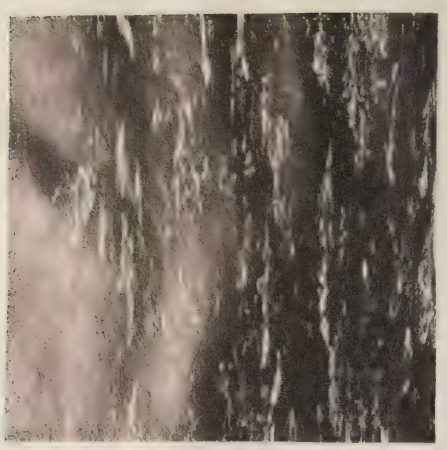
4516—BLEACHED WALNUT

4517—DARK WALNUT

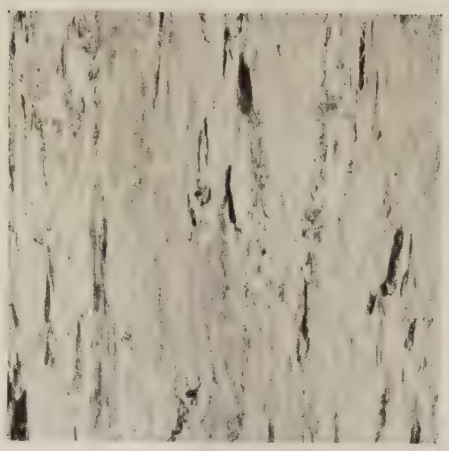
*®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality *Koroseal MARBLETONE TILE



4100—BLACK



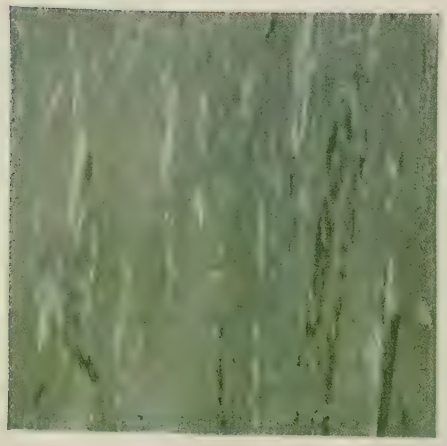
4101—WHITE

4102—CRUSHED RASPBERRY

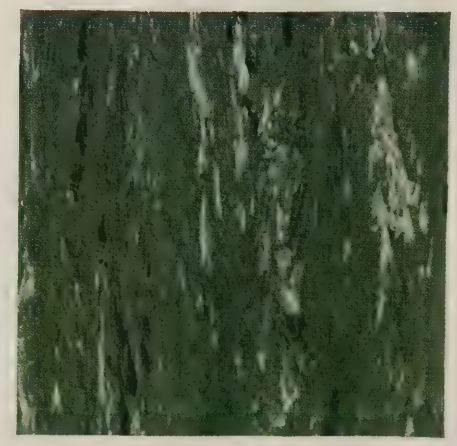
4103—GARNET

4104—MAPLE TAN

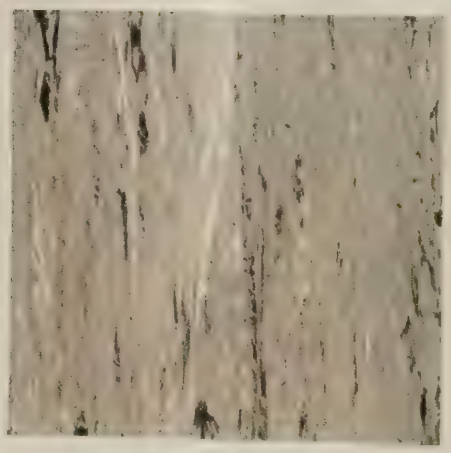
4105—AUTUMN BROWN



4106—SURF GREEN



4107—HUNTER GREEN

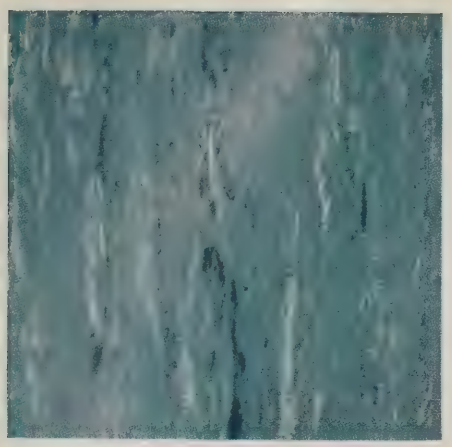


4108—DOVE GREY

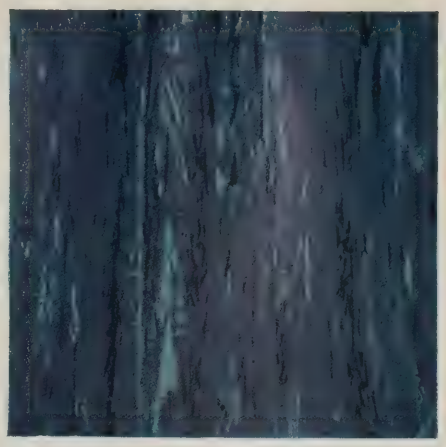
*®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality *Koroseal MARBLETONE TILE



4109—COPENHAGEN BLUE

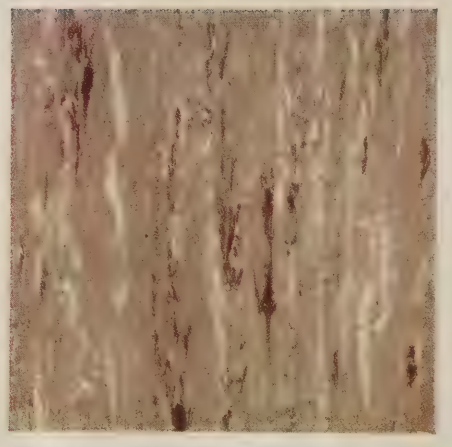


4110—HOLLAND BLUE

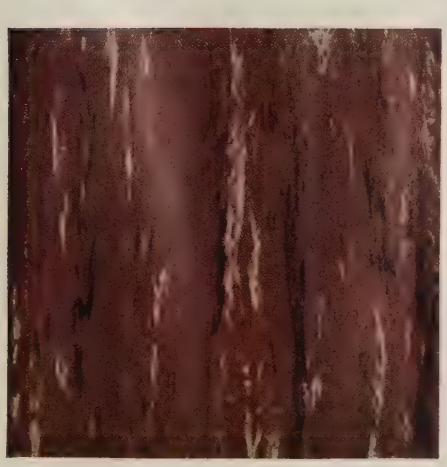
4111—FIESTA RUST

4112—DESERT ROSE

4113—ARABIAN ROSE



4114—BUCKSKIN TAUPE



4115—CHOCOLATE BROWN

4116—BLEACHED WALNUT

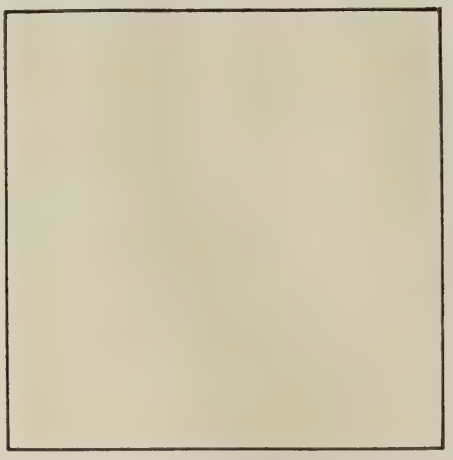
4117—DARK WALNUT

*®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality *Koroseal PLAIN TILE

4000 — BLACK



4001 — WHITE

4002 — JADE

4003 — CLARET

4004 — WEDGWOOD

4007 — PEARL

4006 — TANGERINE

4005 — SMOKE

4008 — MIDNIGHT

*®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality *Koroseal PLAIN TILE

4009—FORSYTHIA

4010—LIME

4011—TOREADOR

4012—MADONNA

4013—TERRA COTTA

4014—CHOCOLATE

4015—DRIFTWOOD

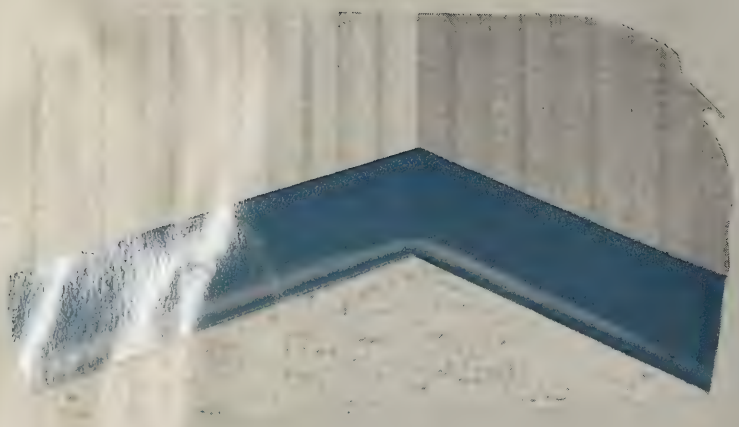
4016—BALSAM

4017—CARAMEL

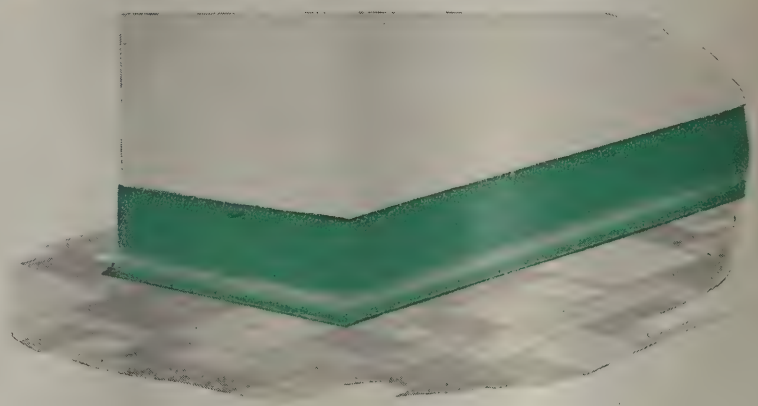
*®B. F. Goodrich Co.

1/8" Gauge

Sloane Quality

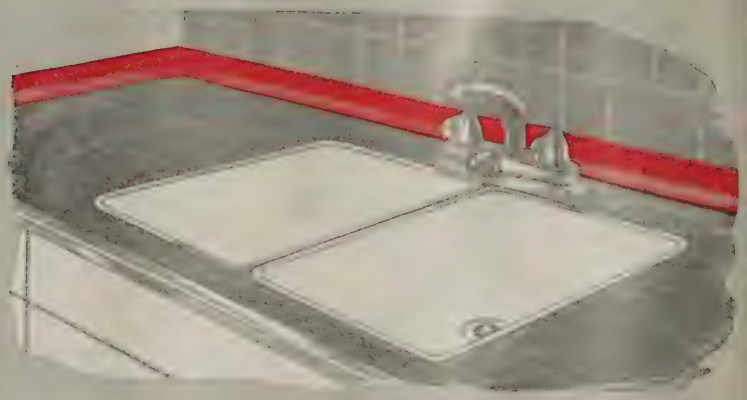


Now, Sloane-Blabon brings you Koroseal Cove Base in 18 wonderful new jewel-brilliant colors never before possible. And these colors stay mirror-bright for life—never grow old . . . never need waxing. It's the miracle of Koroseal — the lifetime plastic. It can't rot or stain . . . has no pores to hide dirt or germs . . . resists sun, water, heat, cold and wear. Easy to install, it gives streamlined sanitary construction where floor meets wall and at inside or outside corners.



cove base

cove molding

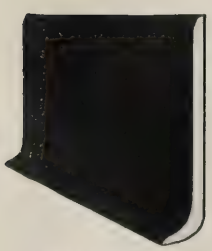


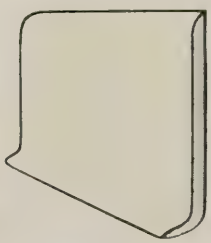
Use Koroseal Cove Molding around sinks and tubs to give a watertight joint. Koroseal Cove Molding can never stain or rot, is easy to clean and keep clean, offers 9 new permanent "jewel" colors to brighten kitchen or bath.

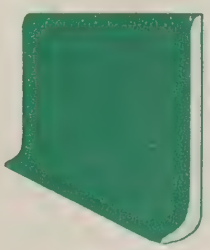
Koroseal*

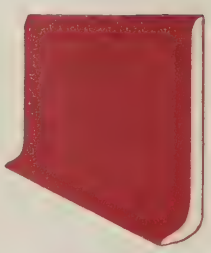
SLOANE LINOLEUM PRODUCTS

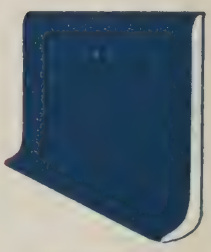
COVE BASE

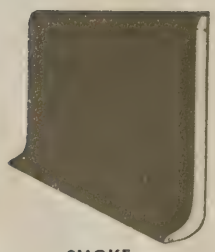

BLACK
4000


WHITE
4001


JADE
4002

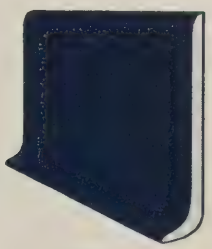

CLARET
4003


WEDGWOOD
4004


SMOKE
4005

TANGERINE
4006

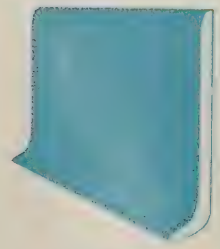
PEARL
4007


MIDNIGHT
4008

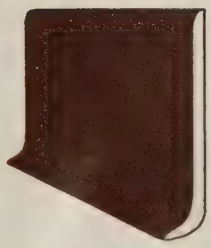
FORSYTHIA
4009

LIME
4010

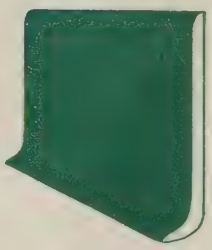
TOREADOR
4011


MADONNA
4012

TERRA COTTA
4013


CHOCOLATE
4014

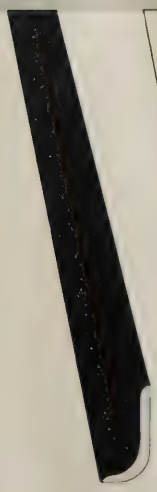
DRIFTWOOD
4015

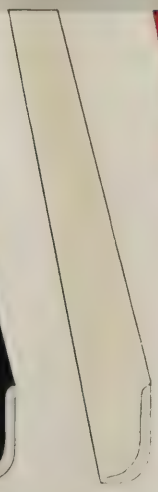

BALSAM
4016

CARAMEL
4017

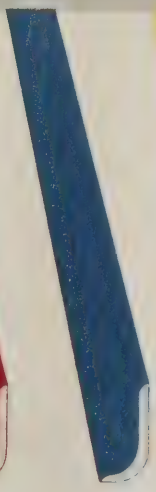
MADE IN 4" and 6" Top Set

COVE MOLDING


BLACK
4700


WHITE
4701

CLARET
4703


WEDGWOOD
4704

FORSYTHIA
4709

TOREADOR
4711

CHOCOLATE
4714

DRIFTWOOD
4715

BALSAM
4716

MADE IN 1½" Top Set

A-400—PLAIN BLACK

B-416—BLACK MARBLE

B-417—GENOA MARBLE

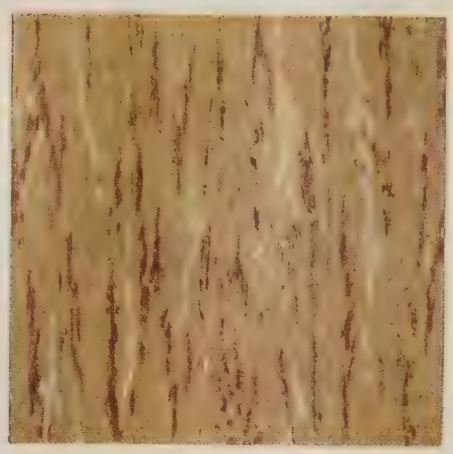
B-418—ROMAN MARBLE

B-419—VALPARISO MARBLE

B-420—TIBET MARBLE

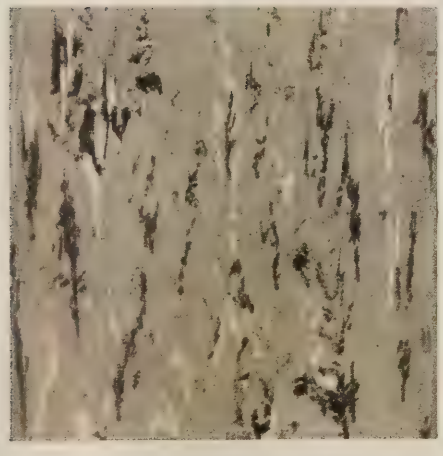
1/8" Gauge

C-451—VERDI



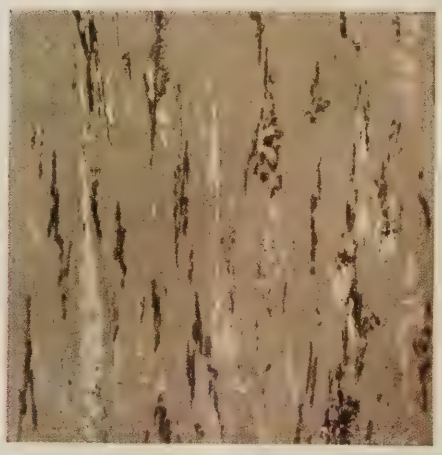
C-452—BALKAN

C-453—ARCADIAN

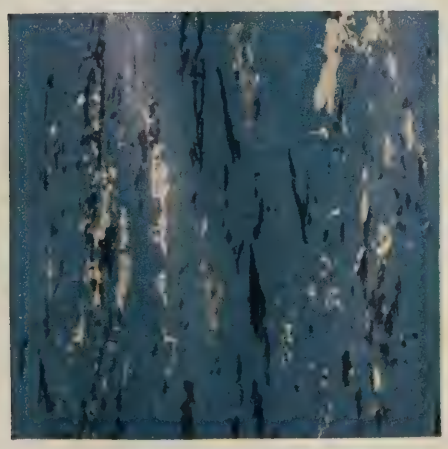


C-454—VERMONT

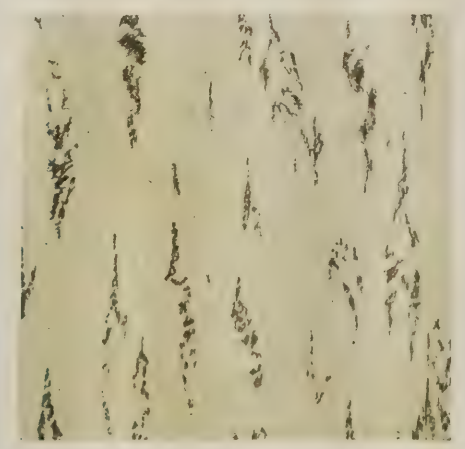
C-455—EGYPTIAN



C-456—SARACEN



D-484—BRITTANY



D-485—WHITE

D-488—TRAVERTINE

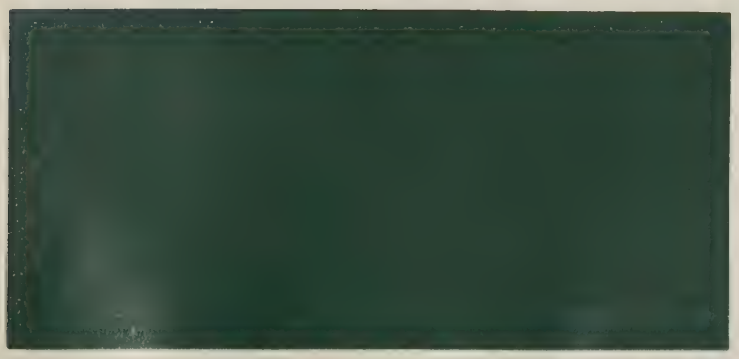
1/8" Gauge

SLOANE
Quality

PLAIN LINOLEUM

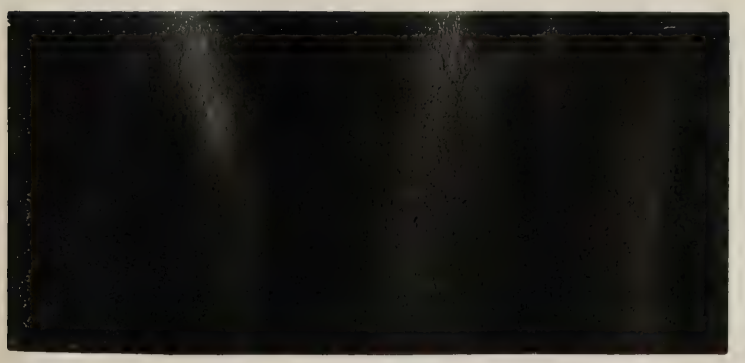
5—BROWN

10—TERRA COTTA

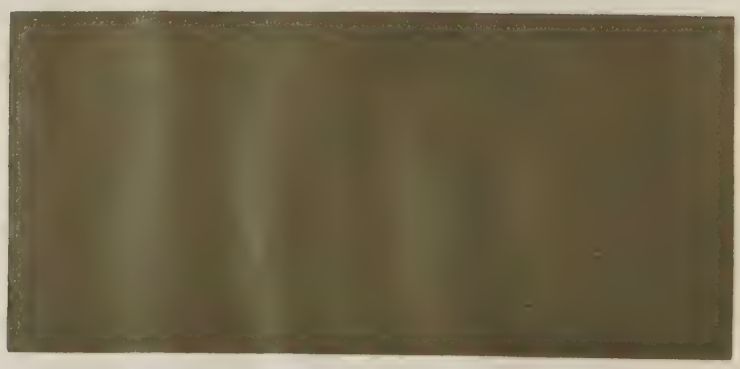


15—GREEN

20—BURMA BROWN



25—BLACK



30—GRAY

3/16"-1/8" Standard Gauge

Sloane Quality PLAIN LINOLEUM

32—WHITE

34—BLUE

36—CASTILIAN

38—CLOVER GREEN

42—PRIMROSE YELLOW

44—BAHAMA ORANGE

46—INFANTA BLUE

48—CRANBERRY RED

1/8" Standard Gauge

Sloane Quality JASPÉ LINOLEUM

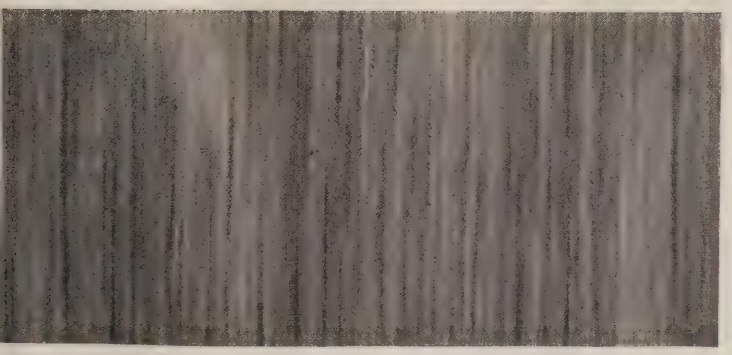
50—NAVAJO SAND

55—CHESTNUT BROWN

60—NEPTUNE GREEN

65—CARIBBEAN BLUE

70—PHEASANT TAUPE



75—PILGRIM GRAY

80—HARVEST RUST

1/8" Gauge

SLOANE
LINOLEUM PRODUCTS

SLOANE
Quality

MARBLETONE LINOLEUM

2 yards wide

No. 0100

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0101

STANDARD GAUGE

2 yards wide

No. 0102

STANDARD GAUGE

2 yards wide

No. 0103

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0104

HEAVY GAUGE . . . STANDARD GAUGE

2 yards wide

No. 0105

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0106

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0107

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0108

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0109

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0110

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0111

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0112

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0113

STANDARD GAUGE

2 yards wide

No. 0114

STANDARD GAUGE

2 yards wide

No. 0115

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0116

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0118

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

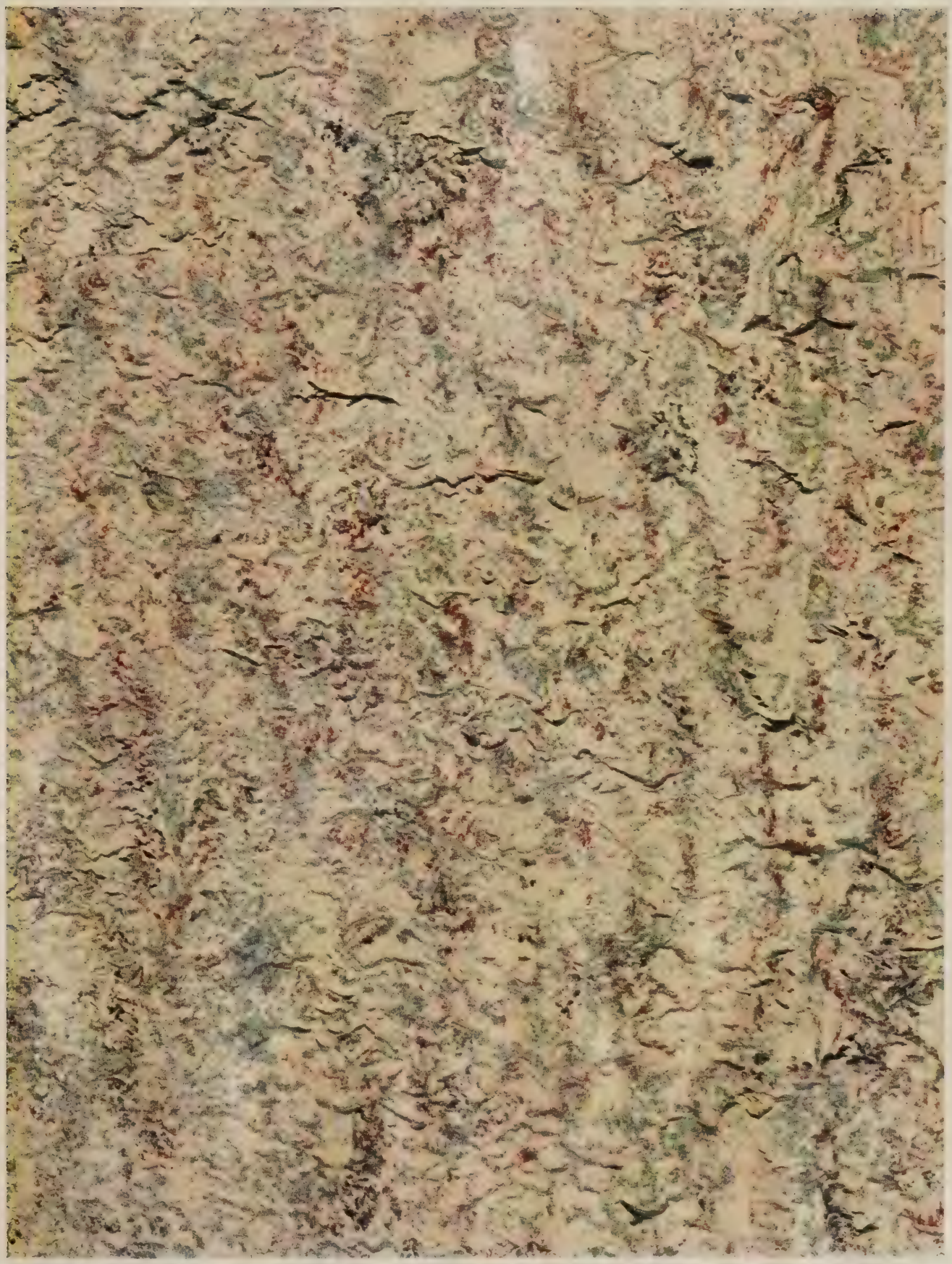
No. 0119

STANDARD GAUGE

2 yards wide

No. 0120

HEAVY GAUGE . . . STANDARD GAUGE



2 yards wide

No. 0121

STANDARD GAUGE

2 yards wide

No. 0122

HEAVY GAUGE . . . STANDARD GAUGE

2 yards wide

No. 0124

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0135

STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0141

STANDARD GAUGE

2 yards wide

No. 0154

HEAVY GAUGE . . . STANDARD GAUGE

2 yards wide

No. 0158

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0165

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0170

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

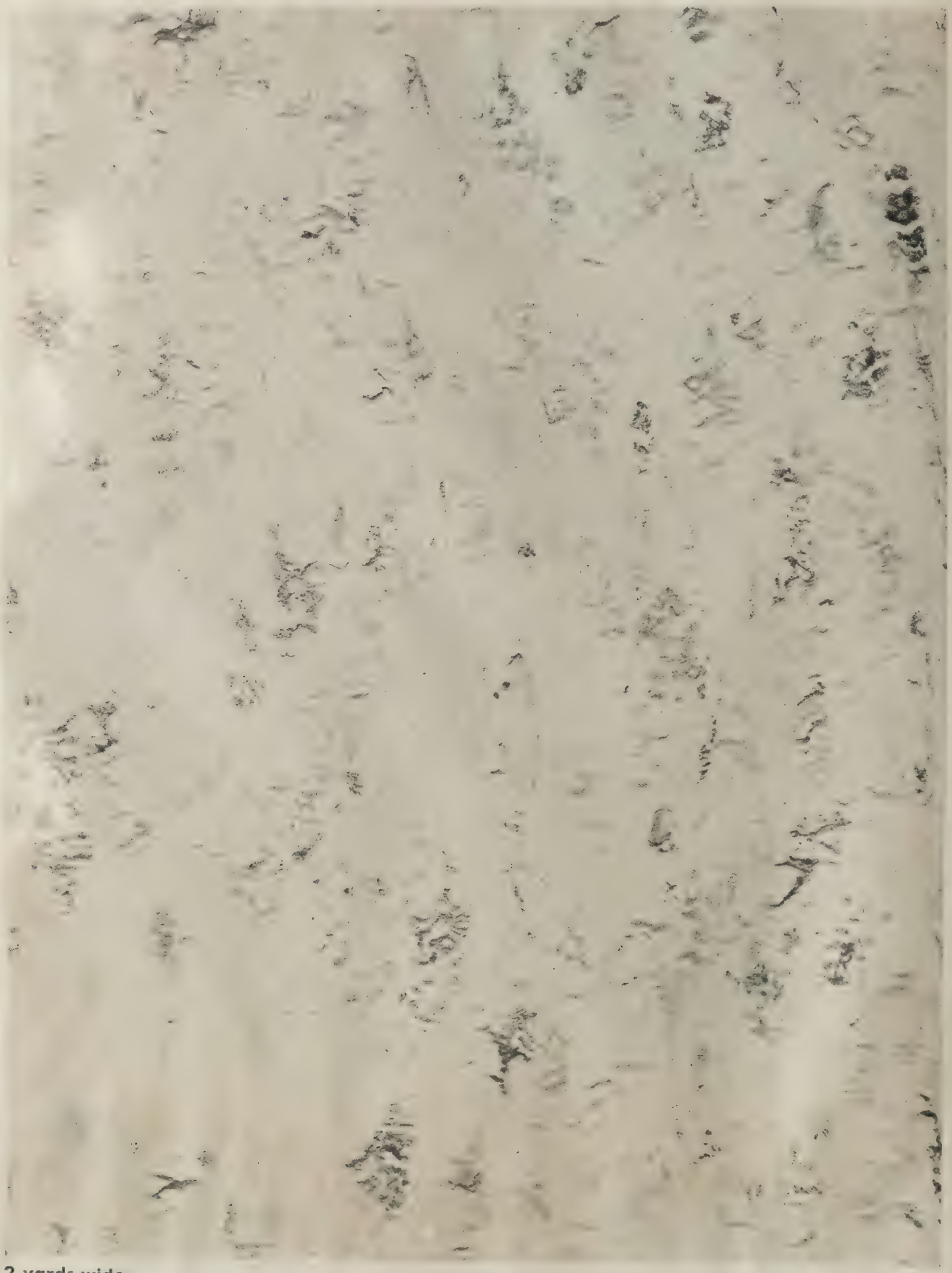
No. 0174

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0178

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE



2 yards wide

No. 0191

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0197

HEAVY GAUGE . . . STANDARD GAUGE . . . LIGHT GAUGE

2 yards wide

No. 0203

STANDARD GAUGE . . . LIGHT GAUGE

SLOANE *Quality*

STANDARD GAUGE STRAIGHT LINE LINOLEUM

2 yards wide

No. 1606

STANDARD GAUGE

2 yards wide

No. 607

STANDARD GAUGE

2 yards wide

No. 1608

STANDARD GAUGE

2 yards wide

No. 1609

STANDARD GAUGE

2 yards wide

No. 1610

STANDARD GAUGE

2 yards wide

No. 1620

STANDARD GAUGE

2 yards wide

No. 1623

STANDARD GAUGE

2 yards wide

No. 1629

STANDARD GAUGE

2 yards wide

No. 1630

STANDARD GAUGE

2 yards wide

No. 1631

STANDARD GAUGE

2 yards wide

No. 1635

STANDARD GAUGE

2 yards wide

No. 1640

STANDARD GAUGE

2 yards wide

No. 1645

STANDARD GAUGE

2 yards wide

No. 1647

STANDARD GAUGE

2 yards wide

No. 1648

STANDARD GAUGE

2 yards wide

No. 1650

STANDARD GAUGE

2 yards wide

No. 1651

STANDARD GAUGE

2 yards wide

No. 1663

STANDARD GAUGE

2 yards wide

No. 1670

STANDARD GAUGE

2 yards wide

No. 1673

STANDARD GAUGE

2 yards wide

No. 1680

STANDARD GAUGE

2 yards wide

No. 1681

STANDARD GAUGE

2 yards wide

No. 1682

STANDARD GAUGE

2 yards wide

No. 1690

STANDARD GAUGE

2 yards wide

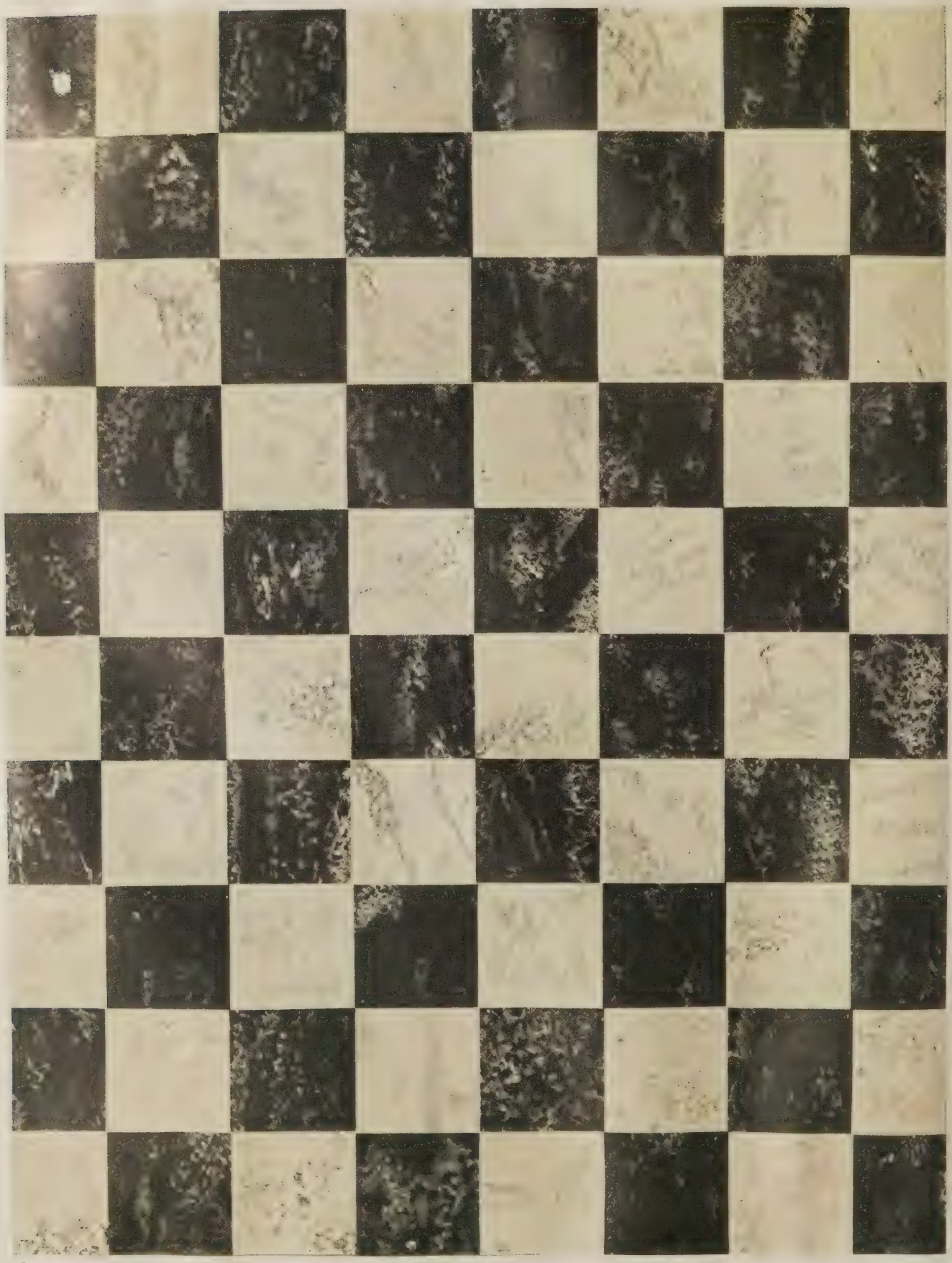
No. 1691

STANDARD GAUGE

2 yards wide

No. 1692

STANDARD GAUGE



2 yards wide

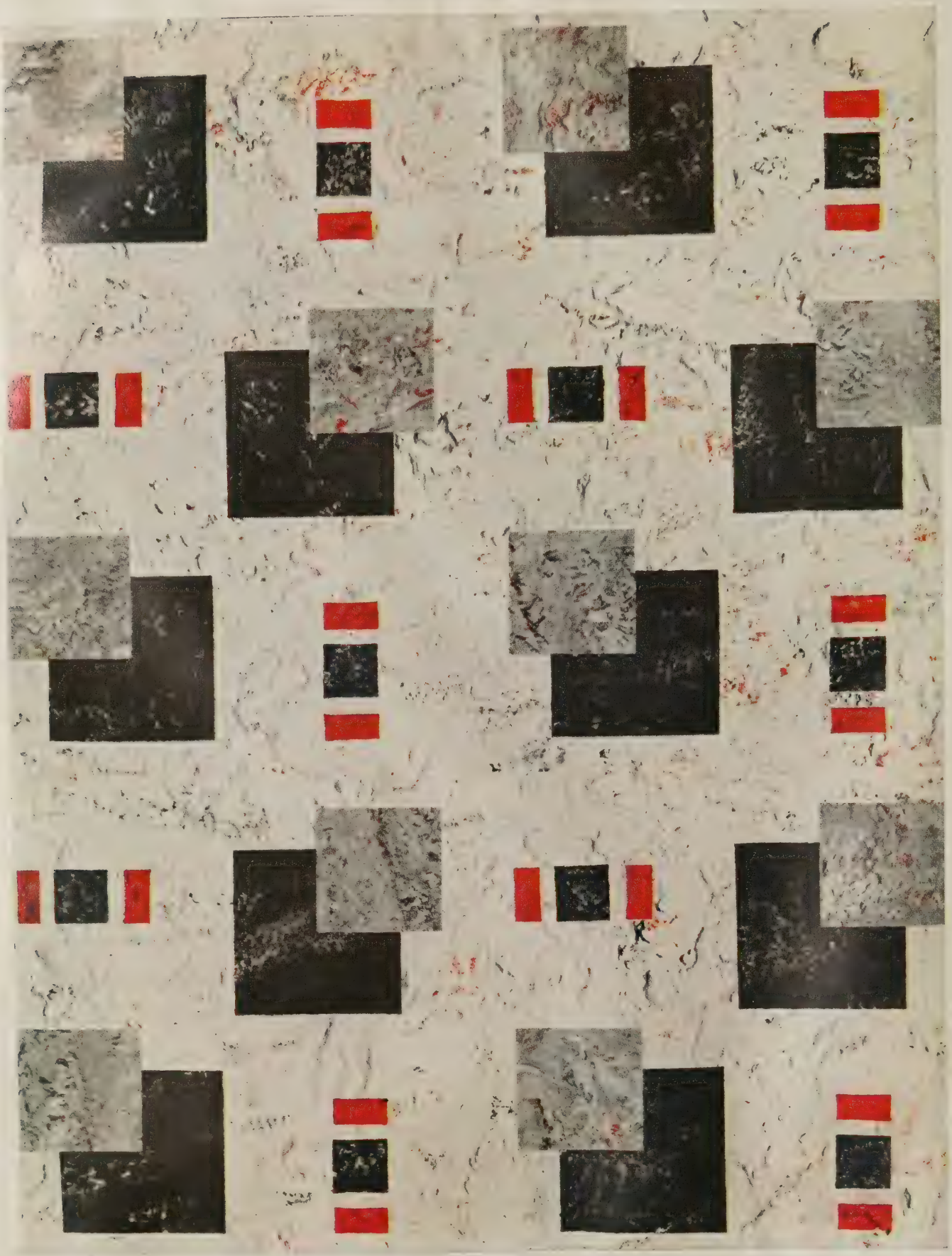
No. 1720

STANDARD GAUGE

2 yards wide

No. 1750

STANDARD GAUGE



2 yards wide

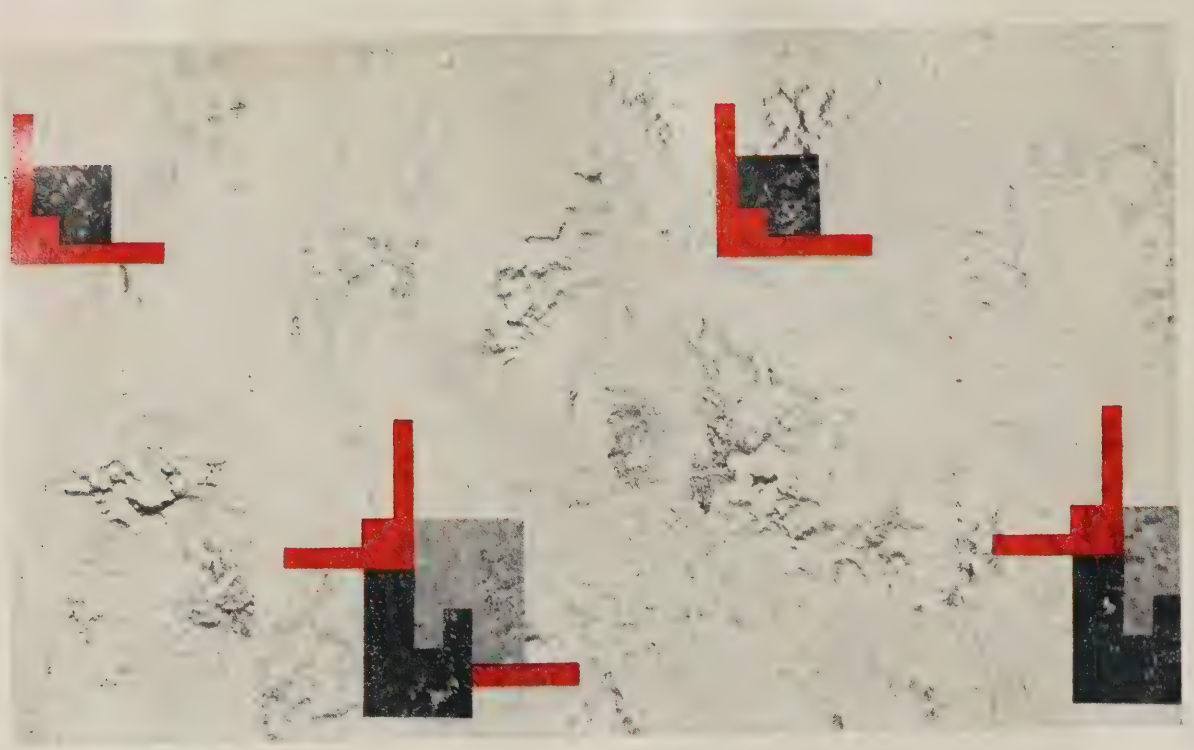
No. 1751

STANDARD GAUGE

SLOANE
LINOLEUM PRODUCTS

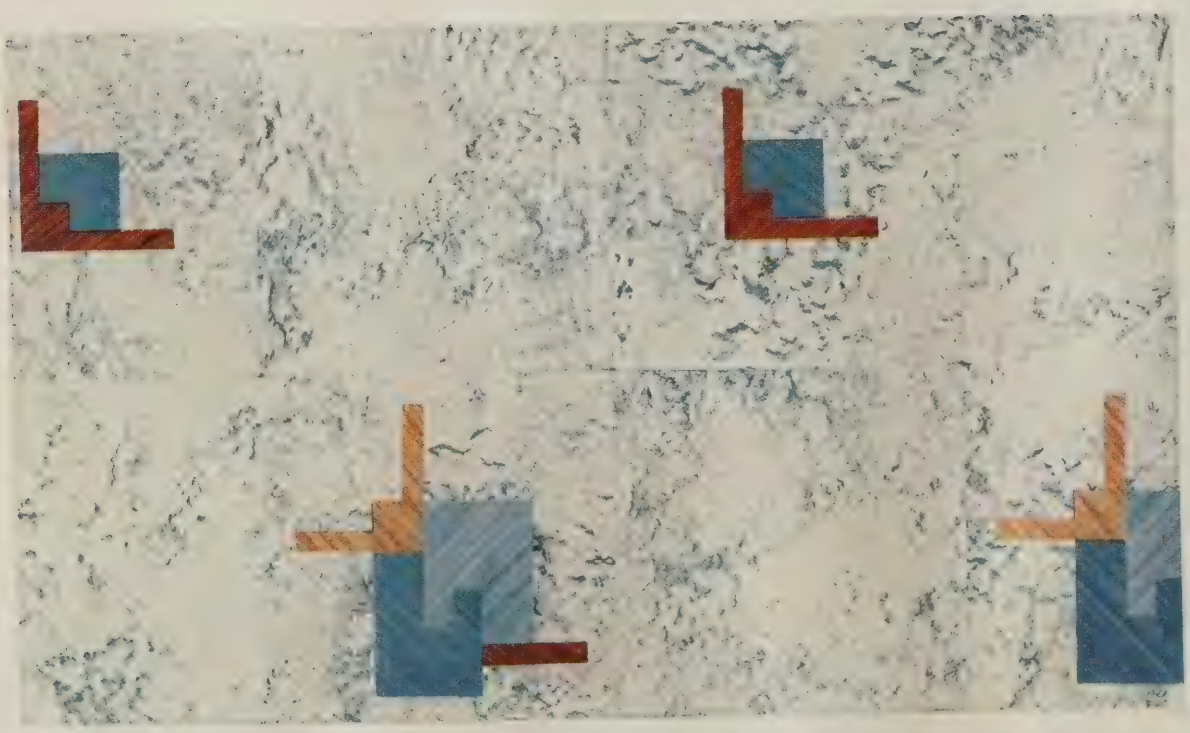
SLOANE
Quality

LIGHT GAUGE STRAIGHT LINE INLAID LINOLEUM



2 yards wide

No. 2300



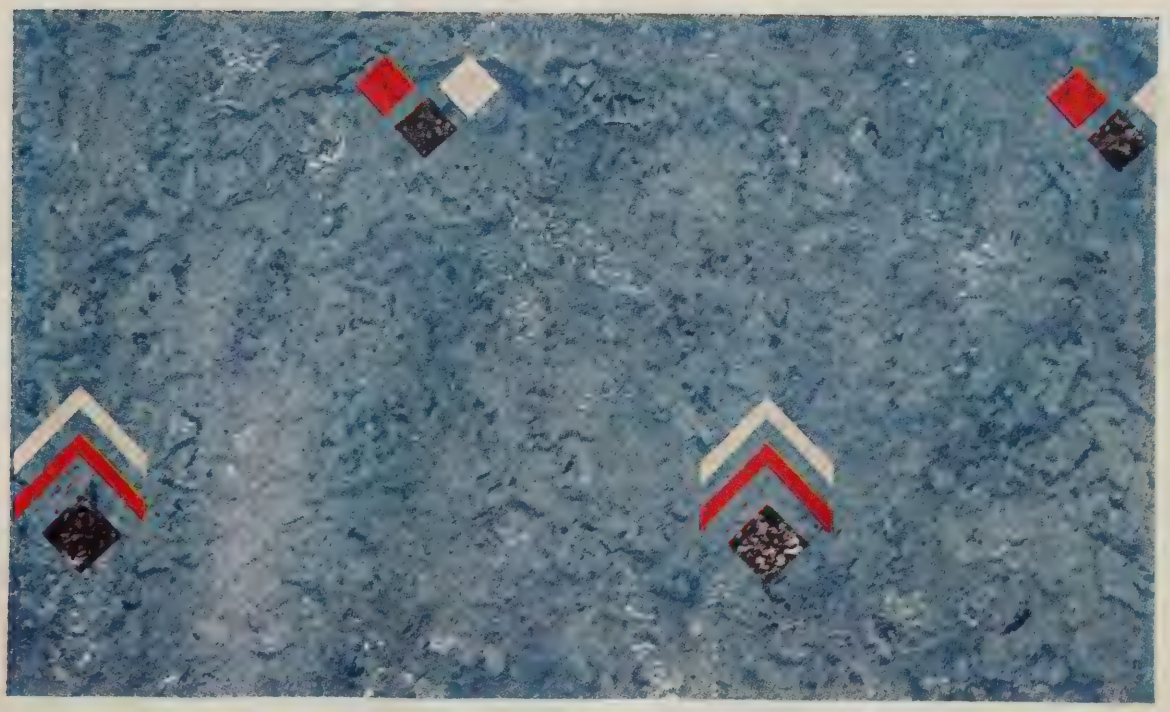
2 yards wide

No. 2301

LIGHT GAUGE

2 yards wide

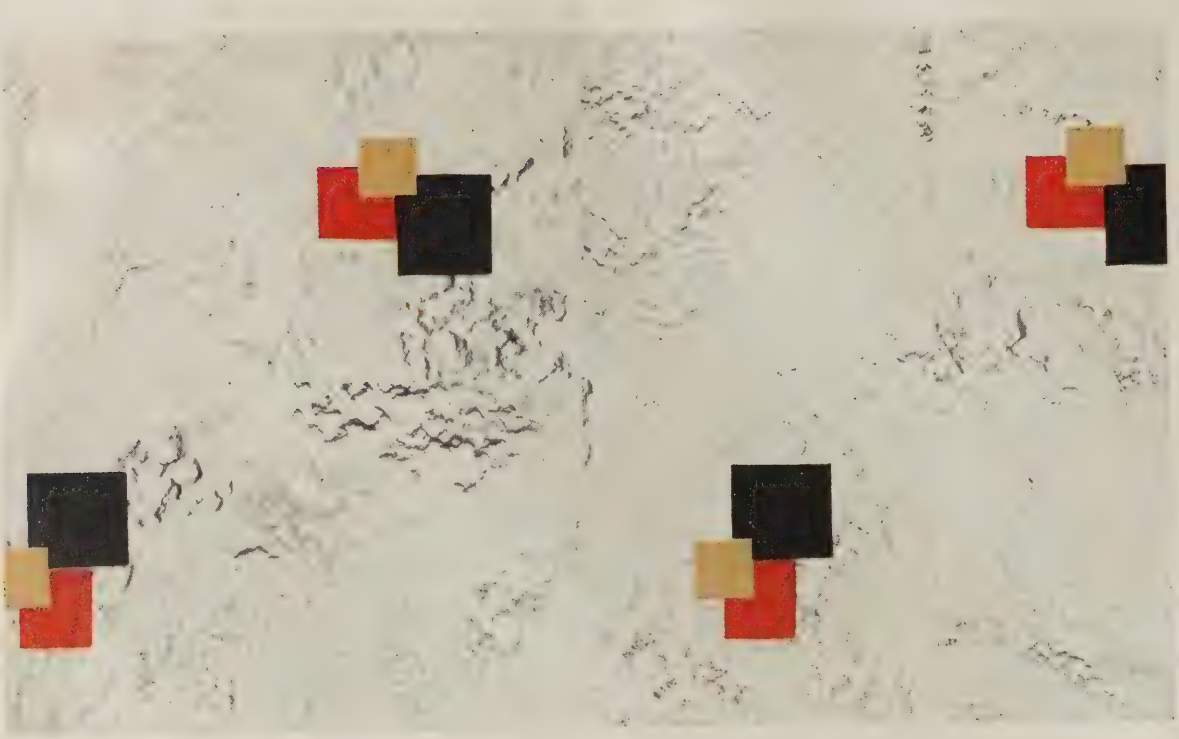
No. 2305



2 yards wide

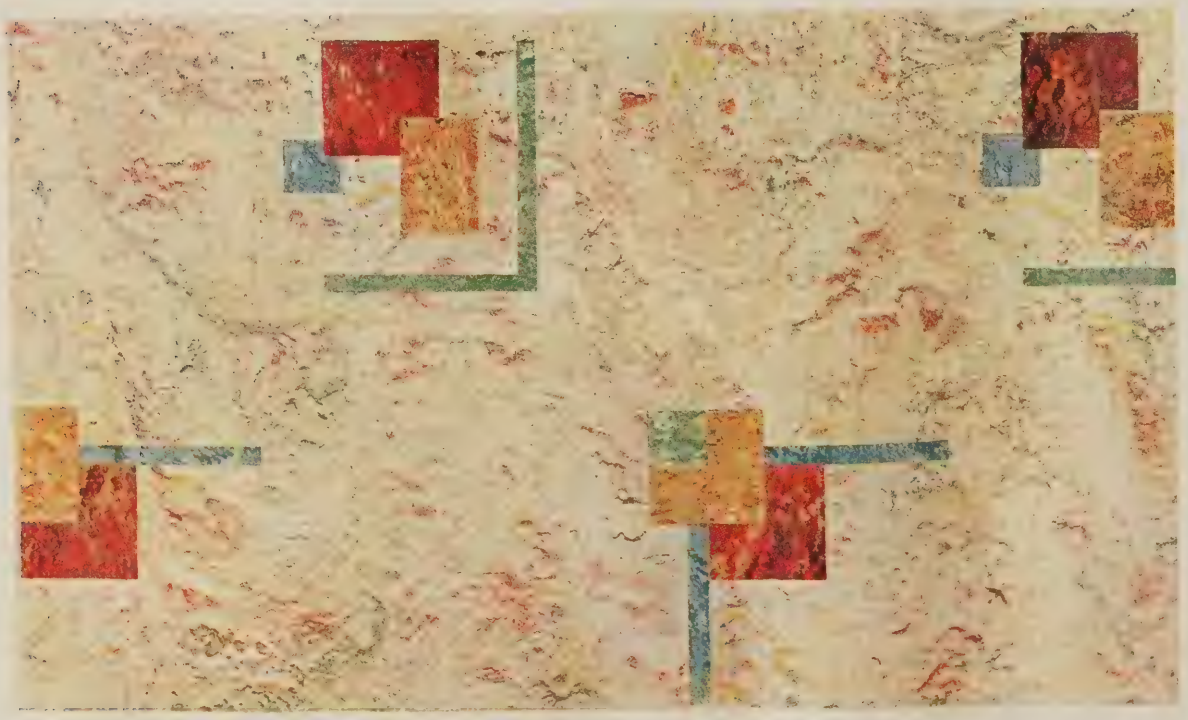
No. 2306

LIGHT GAUGE



2 yards wide

No. 2310



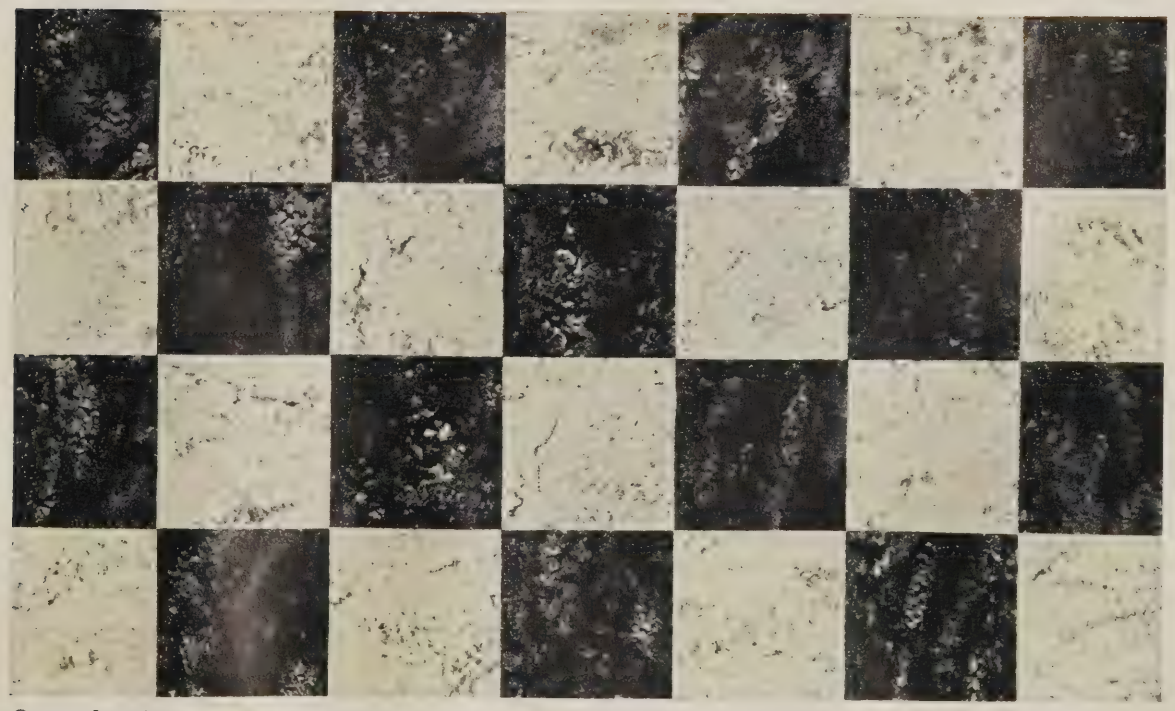
2 yards wide

No. 2311

LIGHT GAUGE

2 yards wide

No. 2315



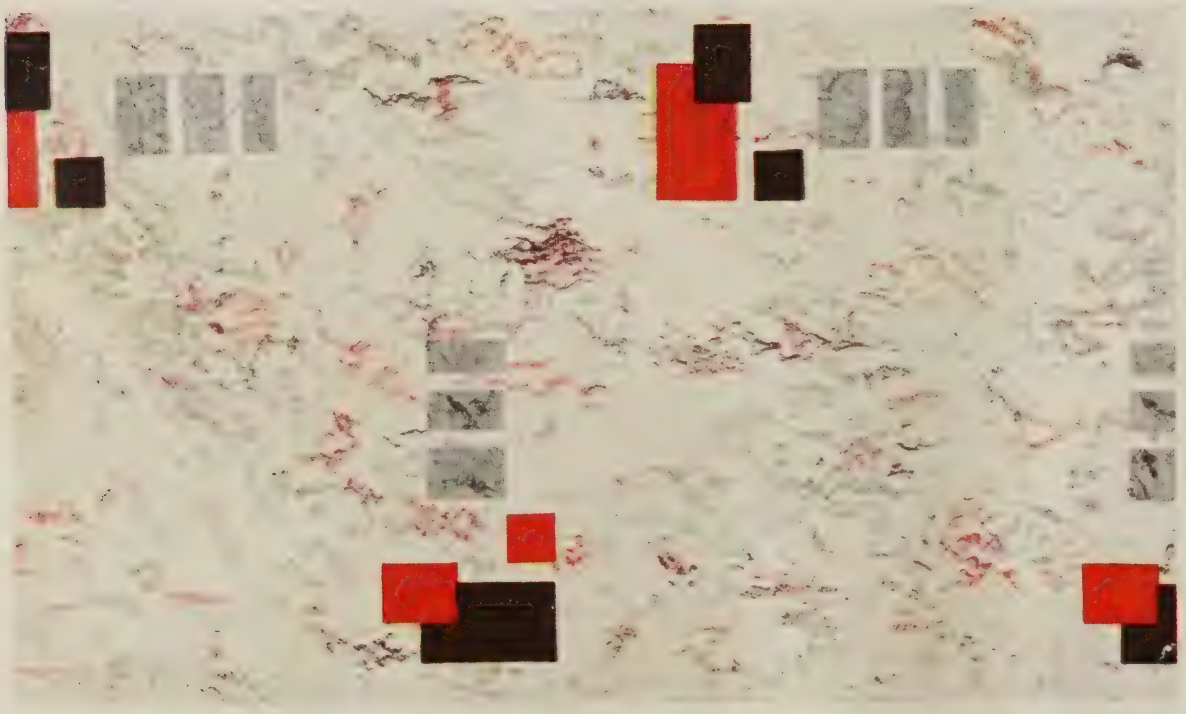
2 yards wide

No. 2316

LIGHT GAUGE

2 yards wide

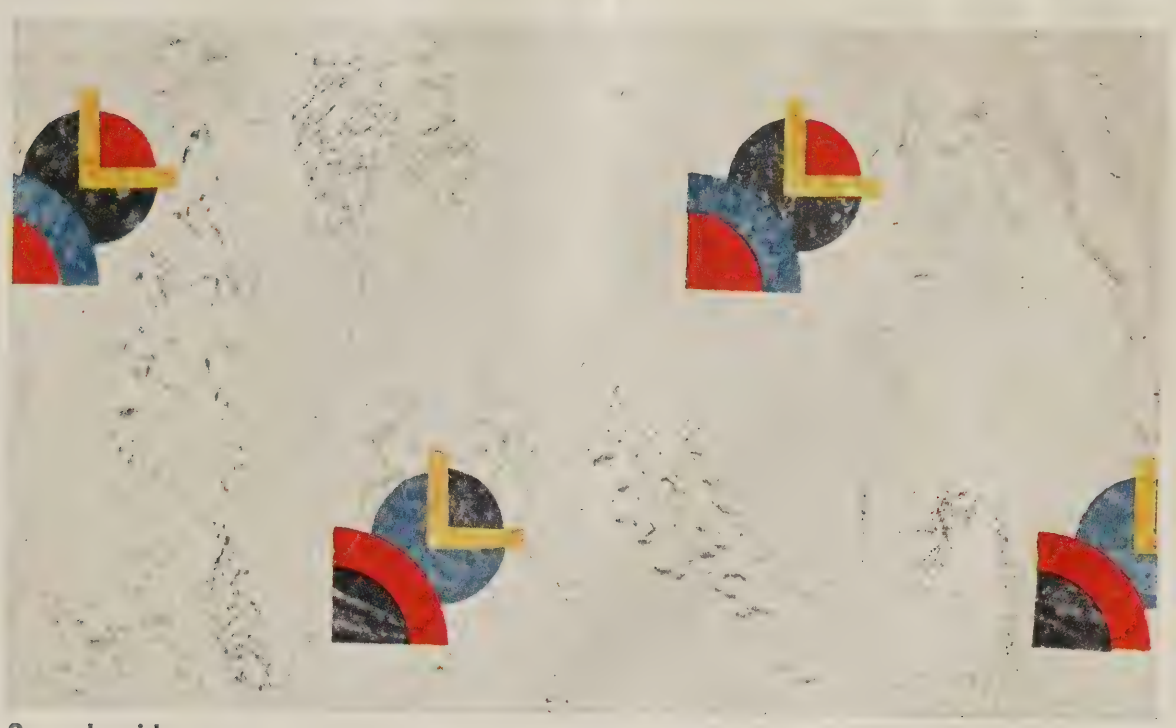
No. 2320



2 yards wide

No. 2321

LIGHT GAUGE



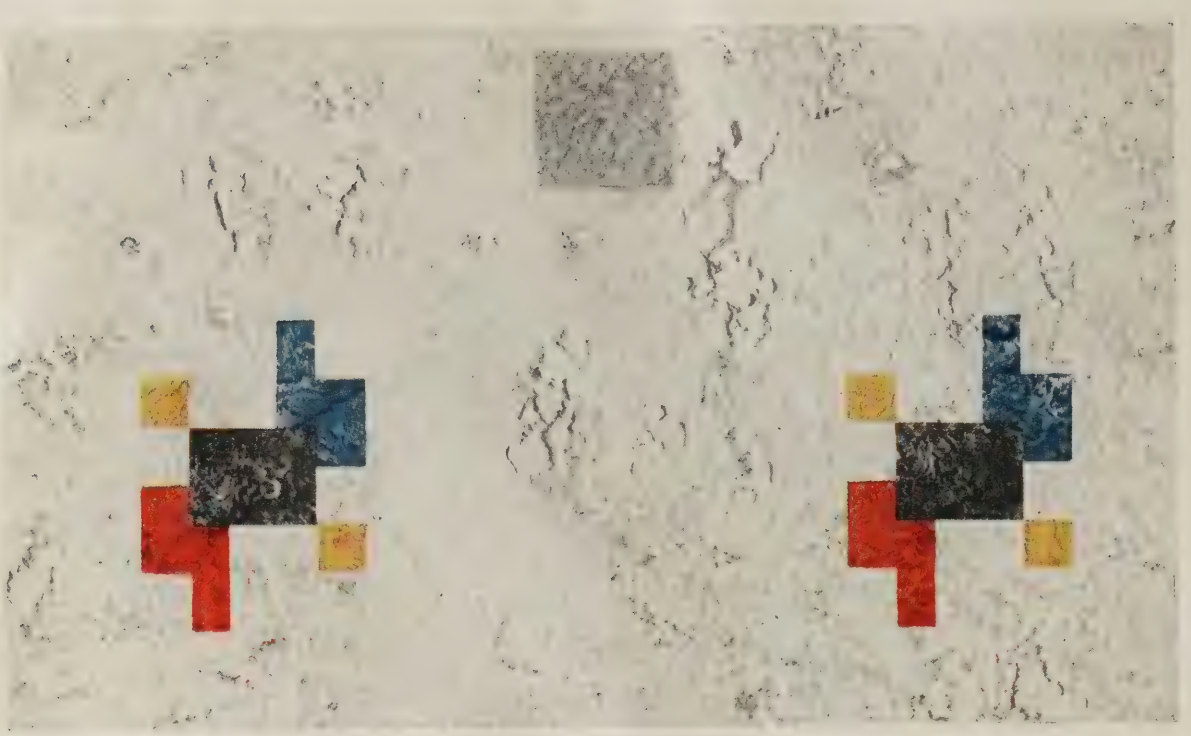
2 yards wide

No. 2325

2 yards wide

No. 2326

LIGHT GAUGE



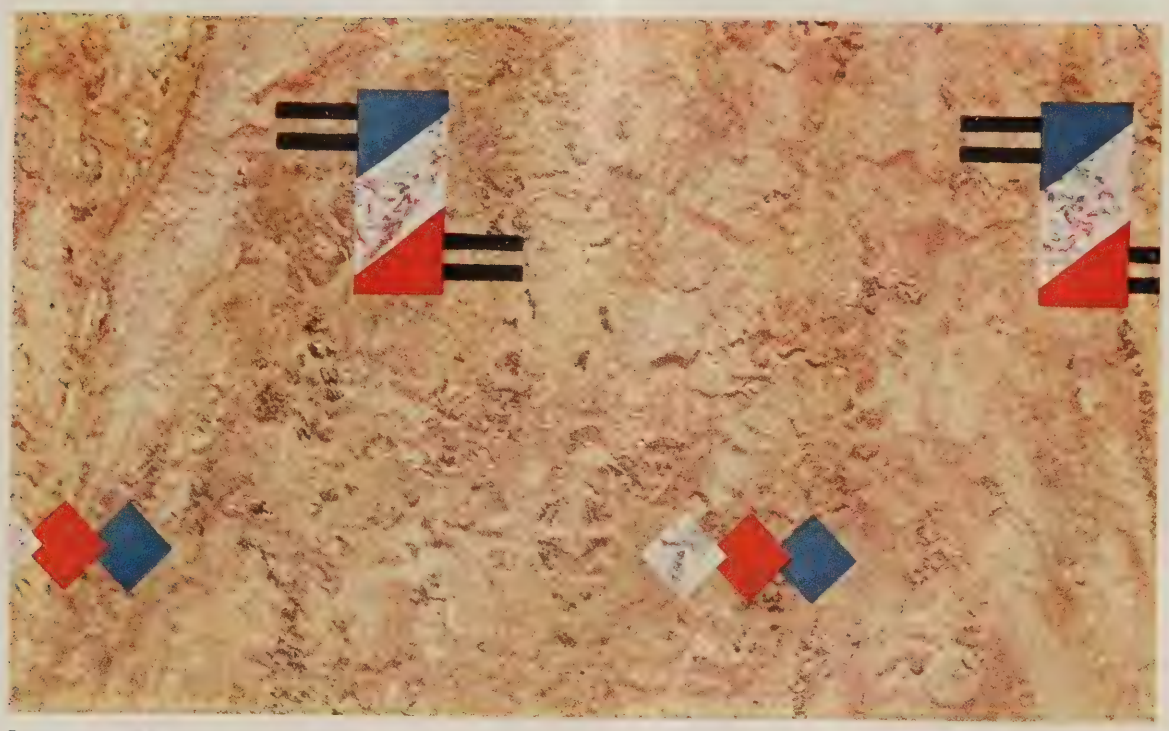
2 yards wide

No. 2330

2 yards wide

No. 2331

LIGHT GAUGE



2 yards wide

No. 2335

2 yards wide

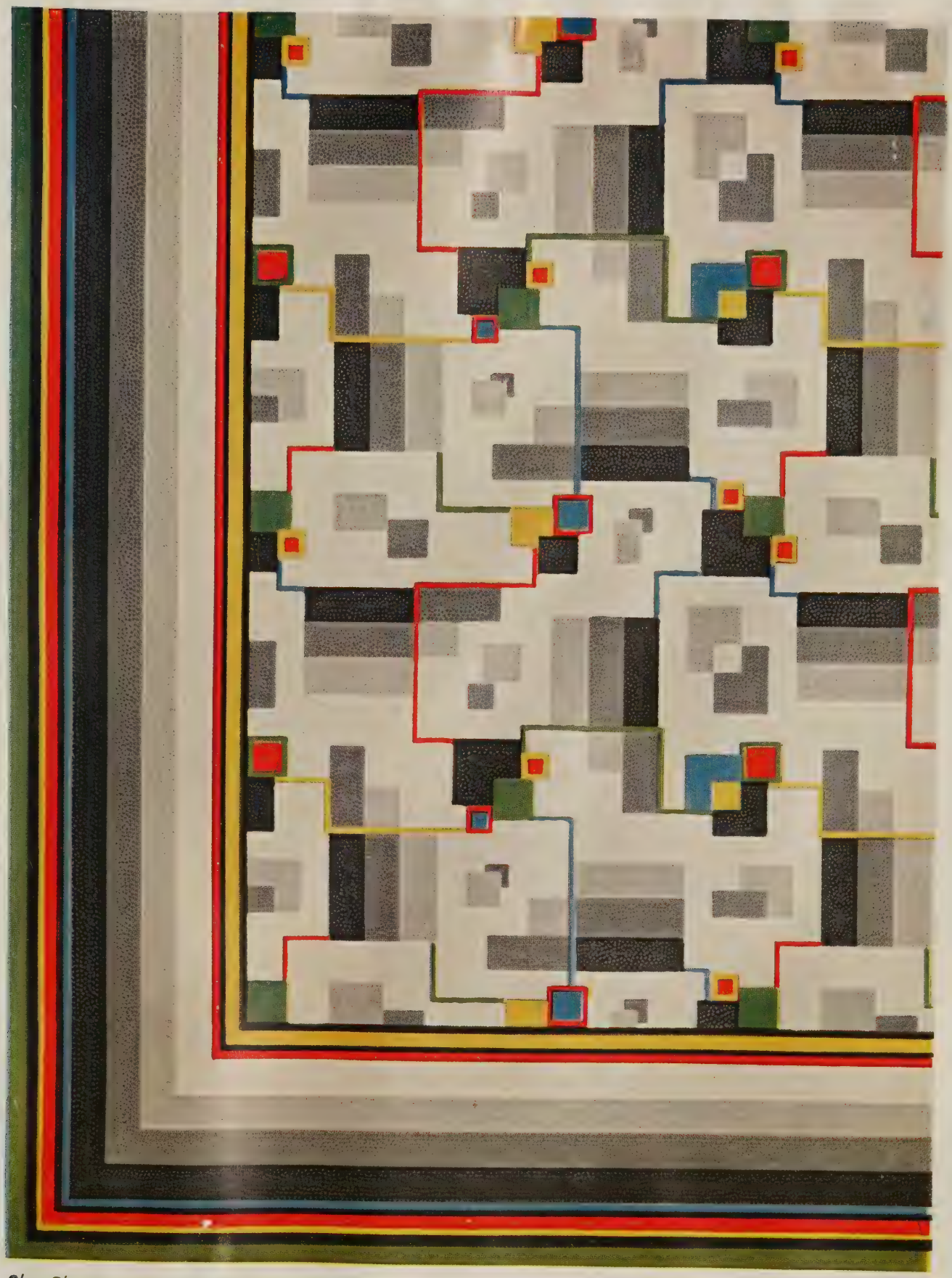
No. 2340

LIGHT GAUGE

SLOANE
LINOLEUM PRODUCTS

SLOANE
Quality

HEAVY WEIGHT RESILIENT ENAMEL RUGS



3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′
12′ x 12′
12′ x 15′

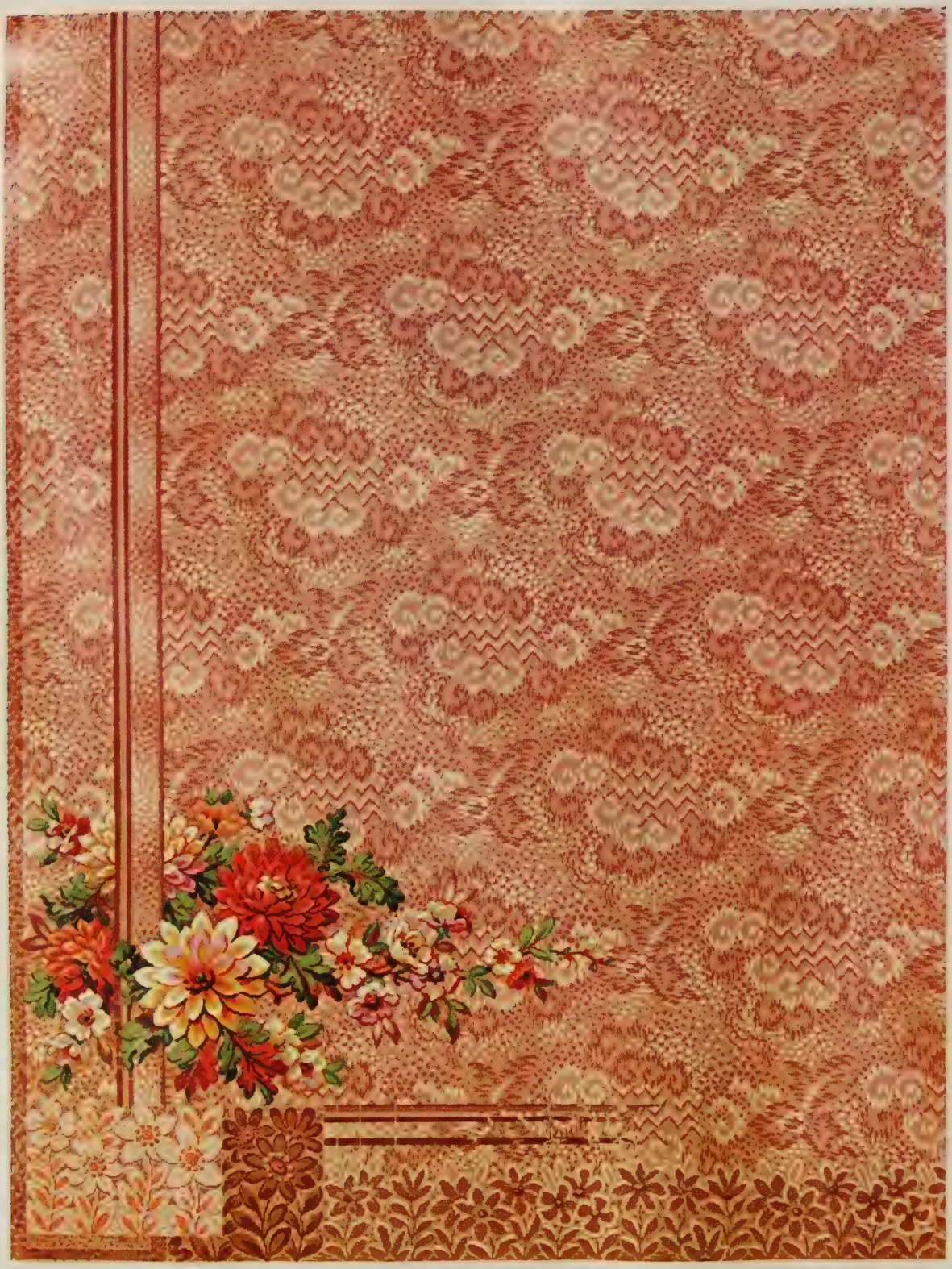
No. 3116

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3117

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′
12′ x 12′
12′ x 15′

No. 3154



3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3160

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3162

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3173

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3174

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3180

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3182

3′ x 9′	9′ x 12
6′ x 9′	9′ x 15
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3193

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3195

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3196

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3200

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3202

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3203

3′ x 9′
6′ x 9′
9′ x 9′

9′ x 12′
9′ x 15′

No. 3206

3′ x 9′
6′ x 9′
9′ x 9′
9′ x 12′
9′ x 15′

No. 3207

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′
12′ x 12′
12′ x 15′

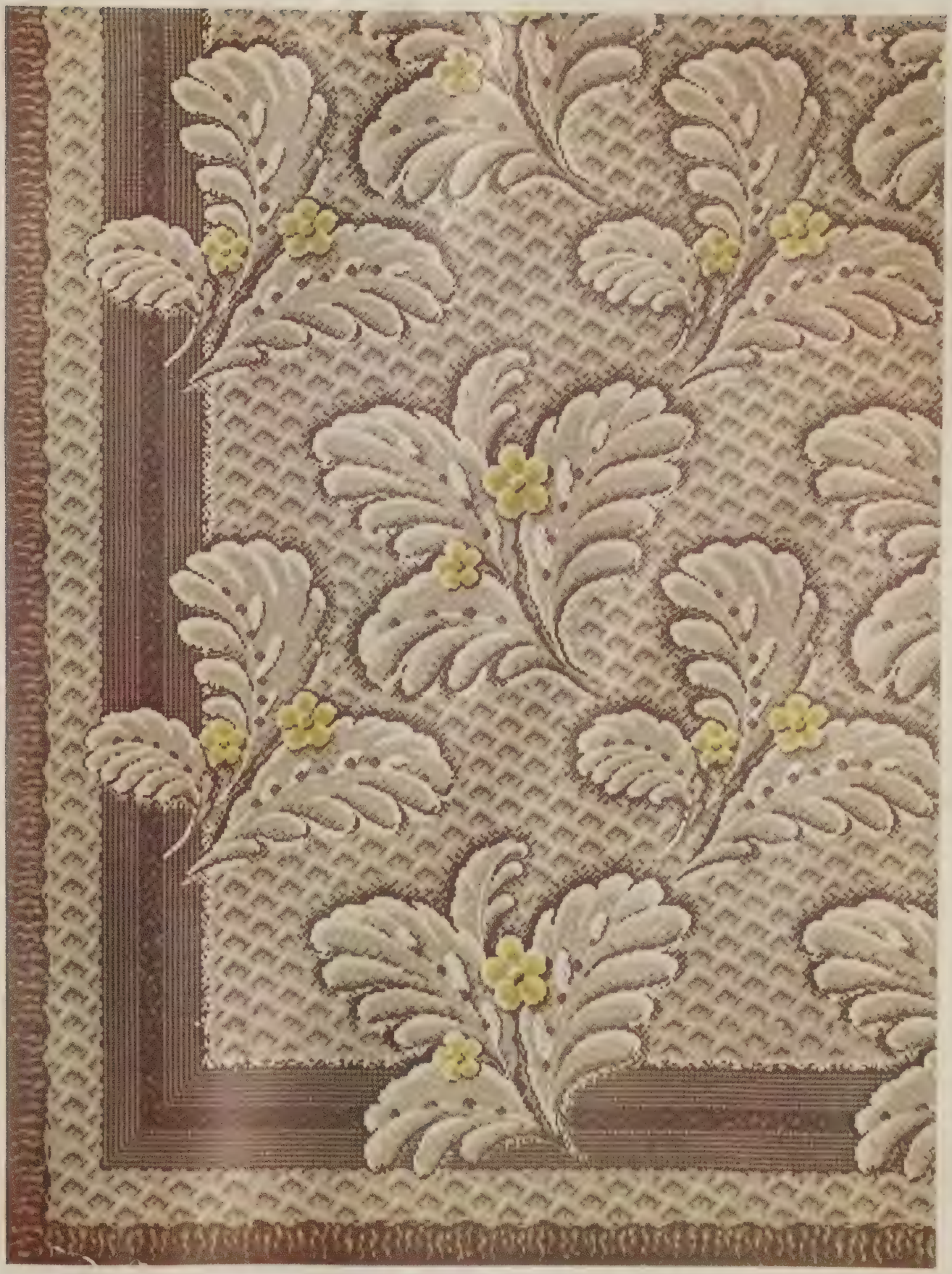
No. 3210

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3211

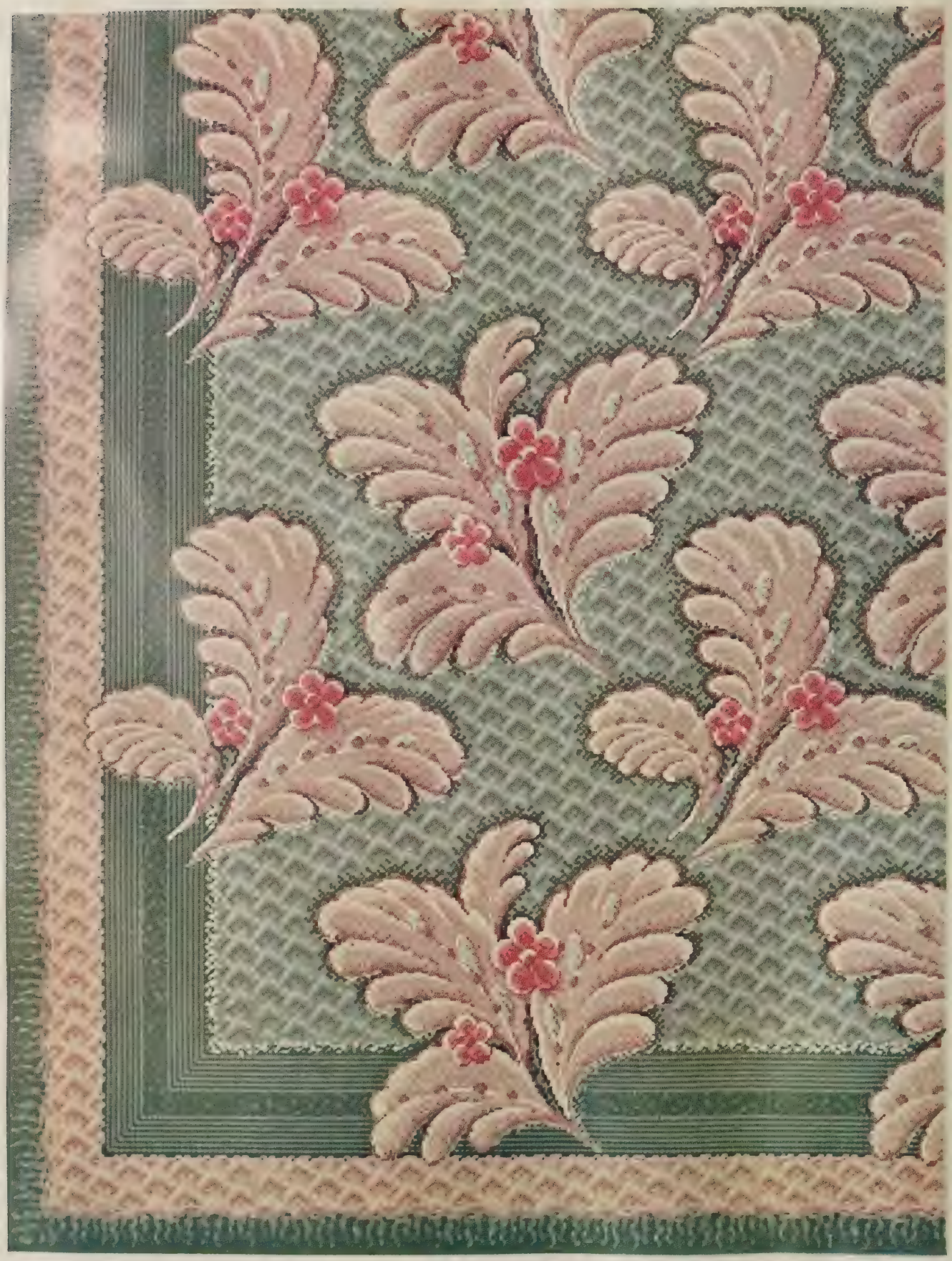
3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3270



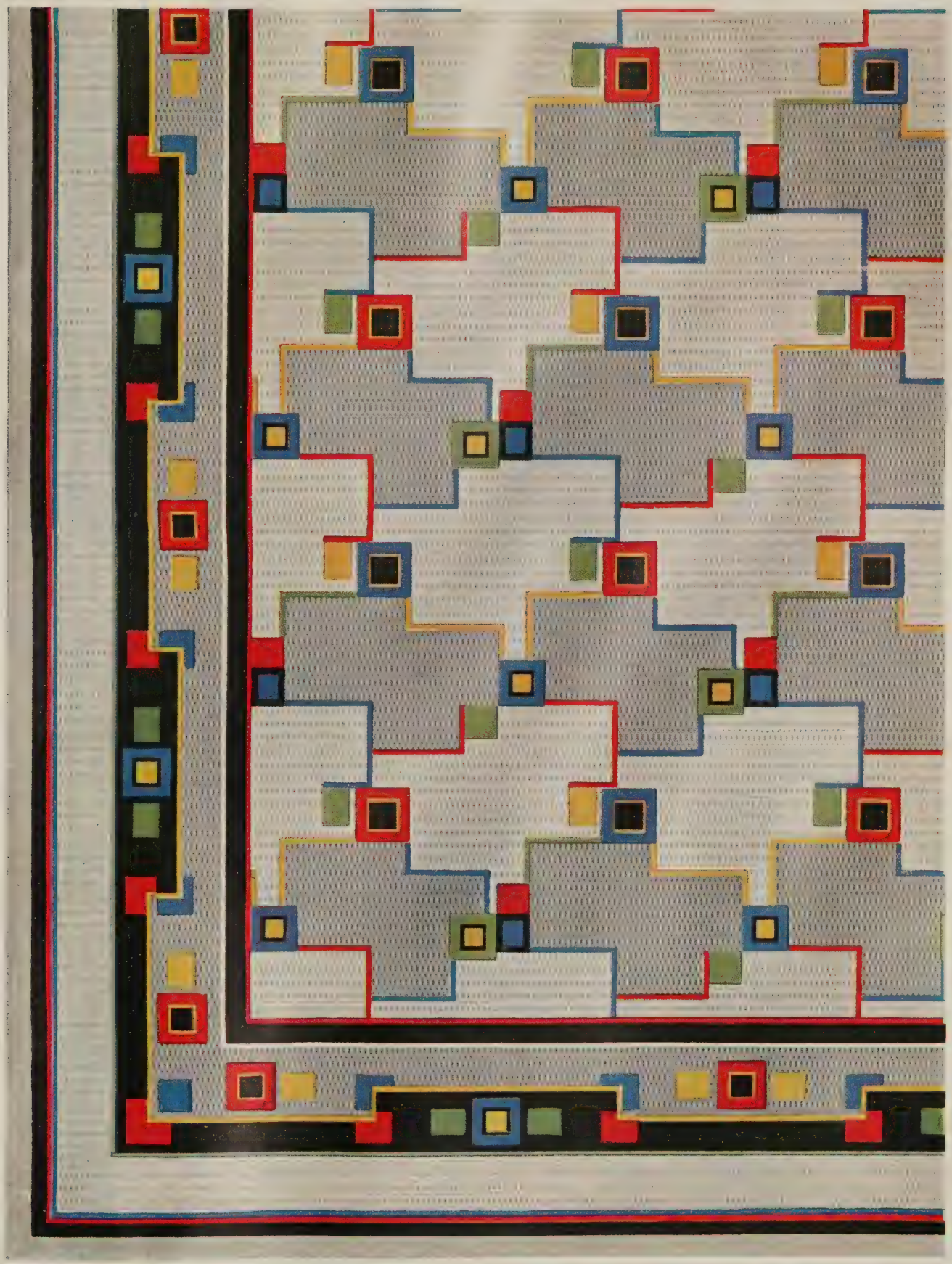
3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3271



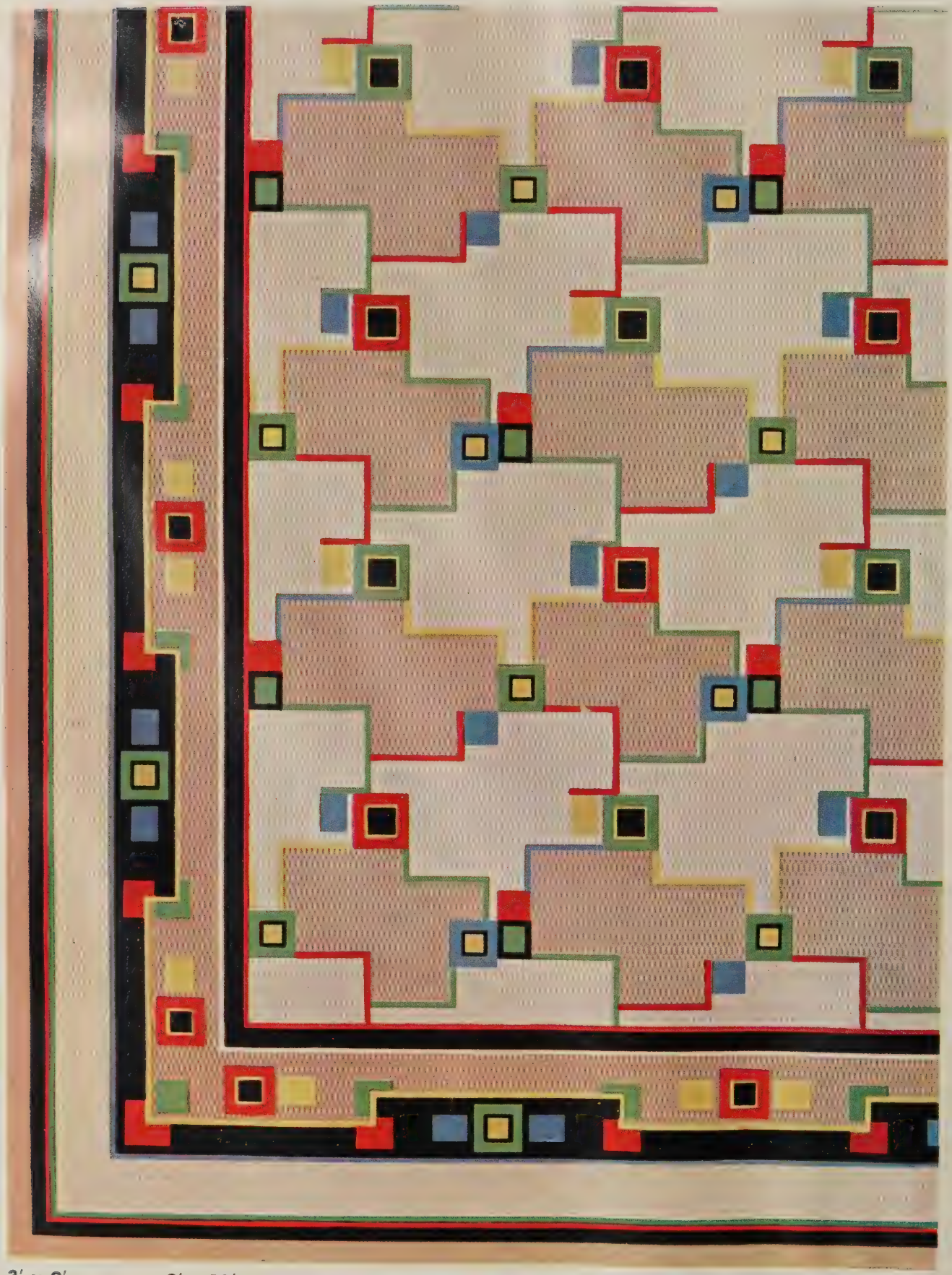
3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3272



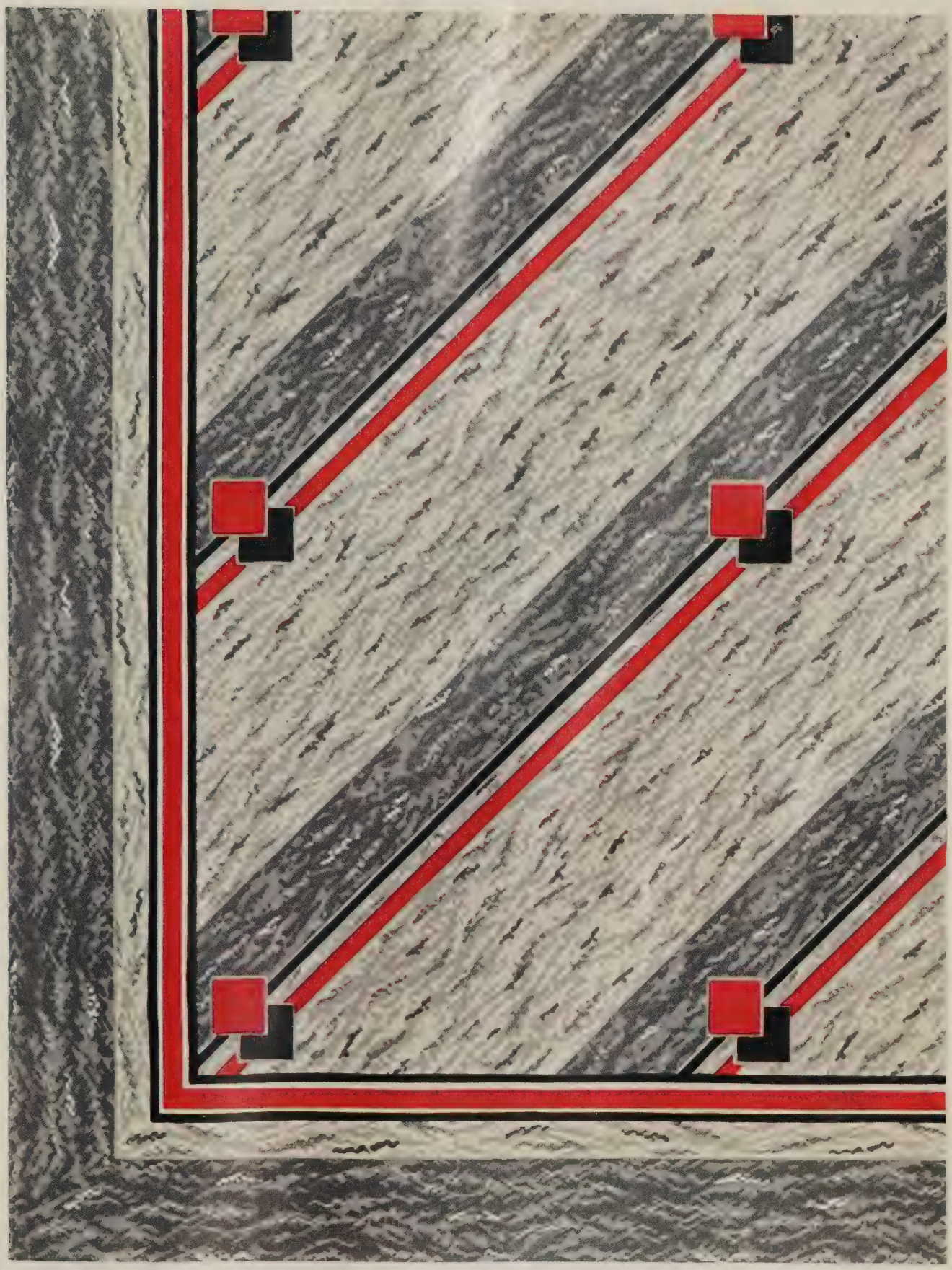
3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′
12′ x 12′
12′ x 15′

No. 3280



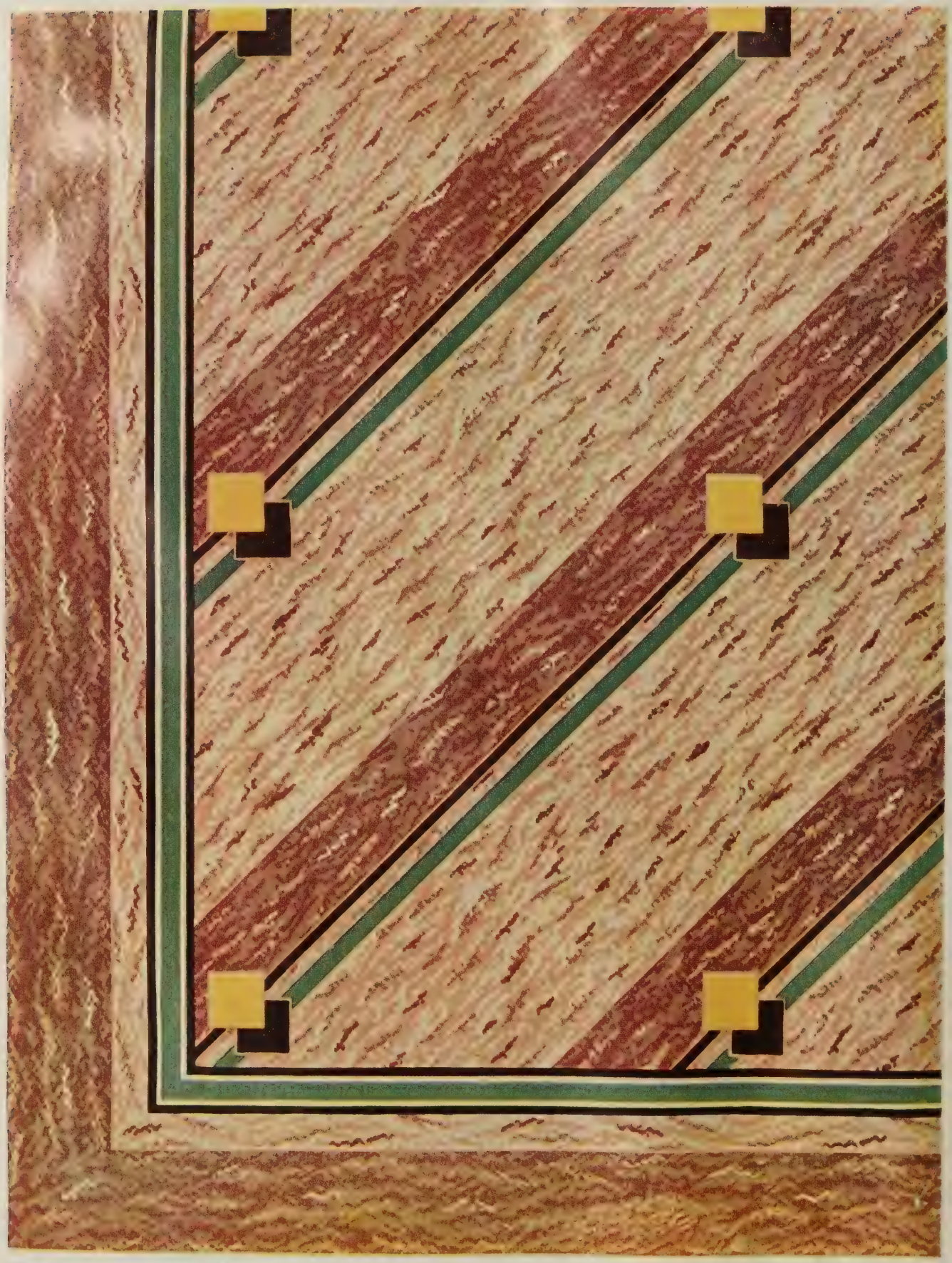
3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3281



3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3290

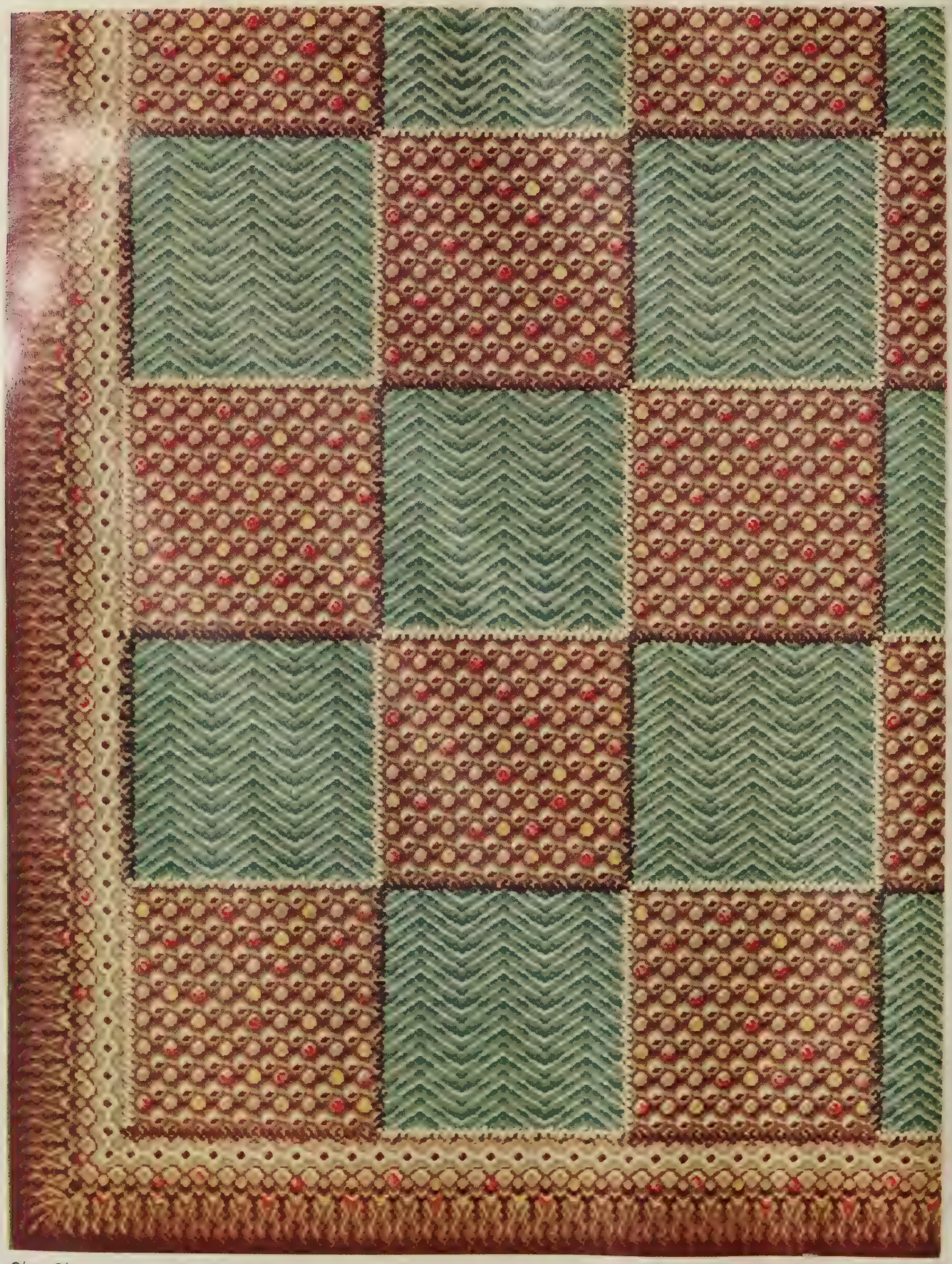


3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 3291

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3300



3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3301

3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3310

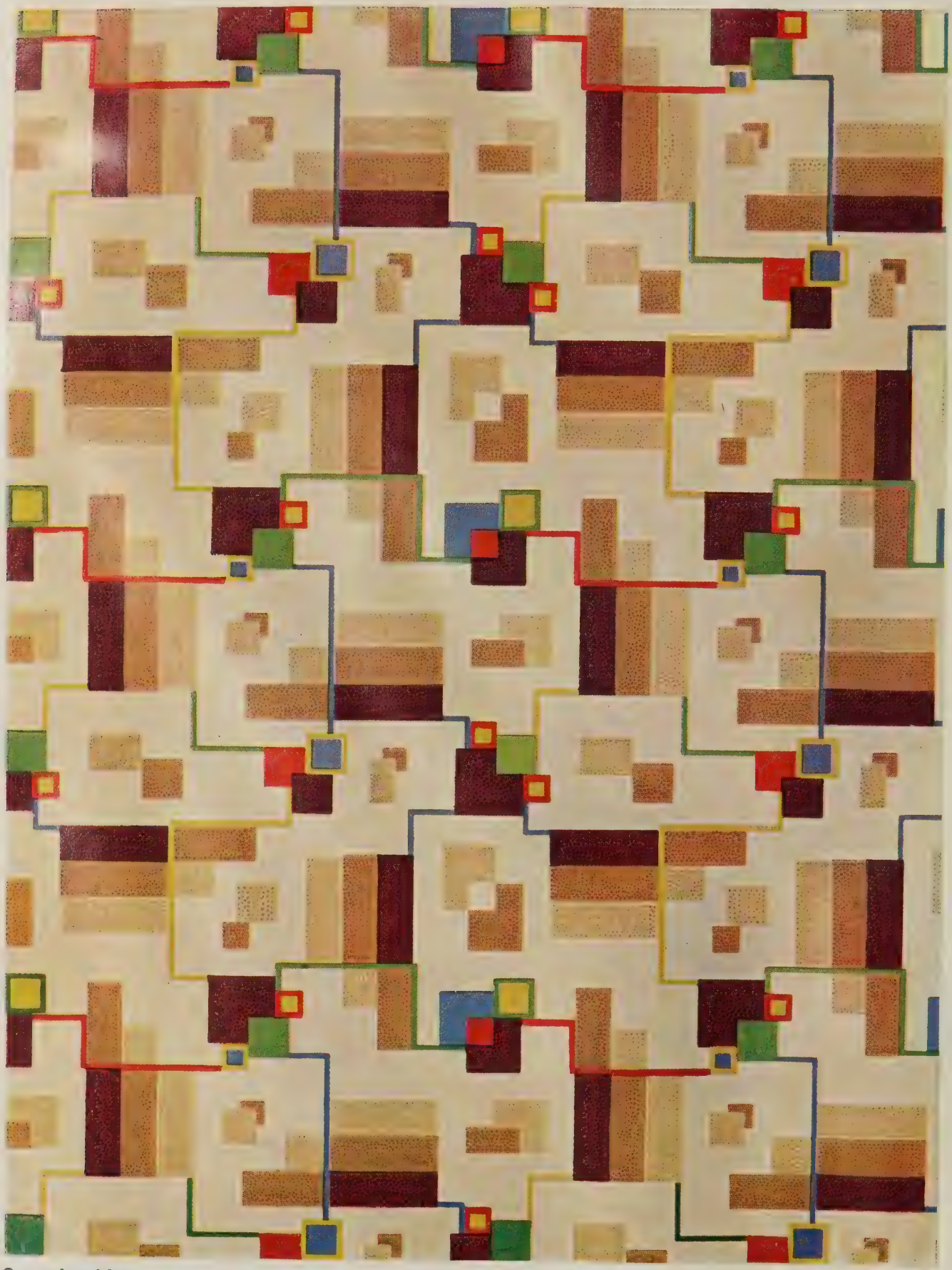
3′ x 9′	9′ x 12′
6′ x 9′	9′ x 15′
7½′ x 9′	12′ x 12′
9′ x 9′	12′ x 15′
9′ x 10½′	

No. 3311

SLOANE
LINOLEUM PRODUCTS

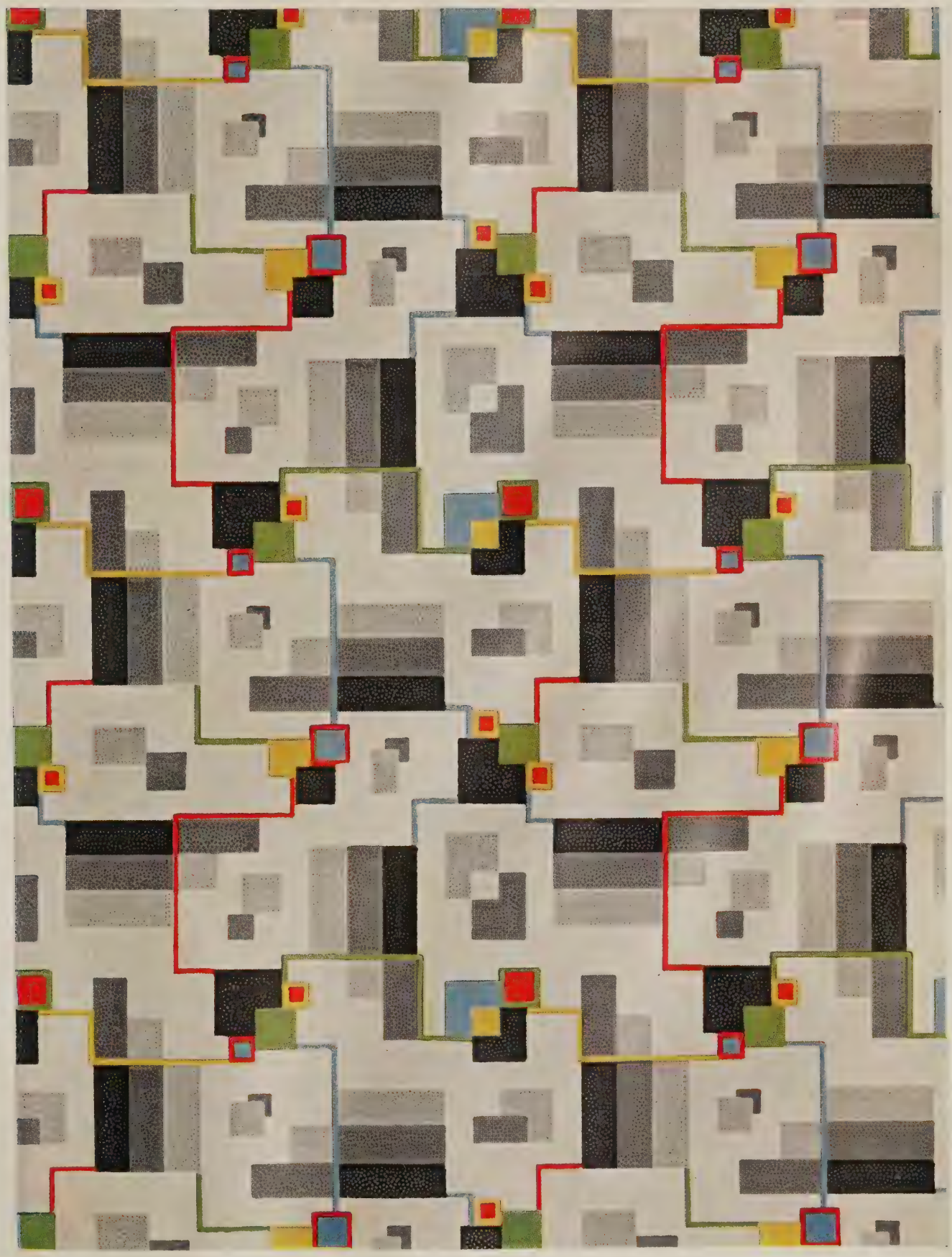
SLOANE
Quality

HEAVY WEIGHT RESILIENT ENAMEL FLOOR COVERING



2 yards wide
3 yards wide
4 yards wide

No. 5116

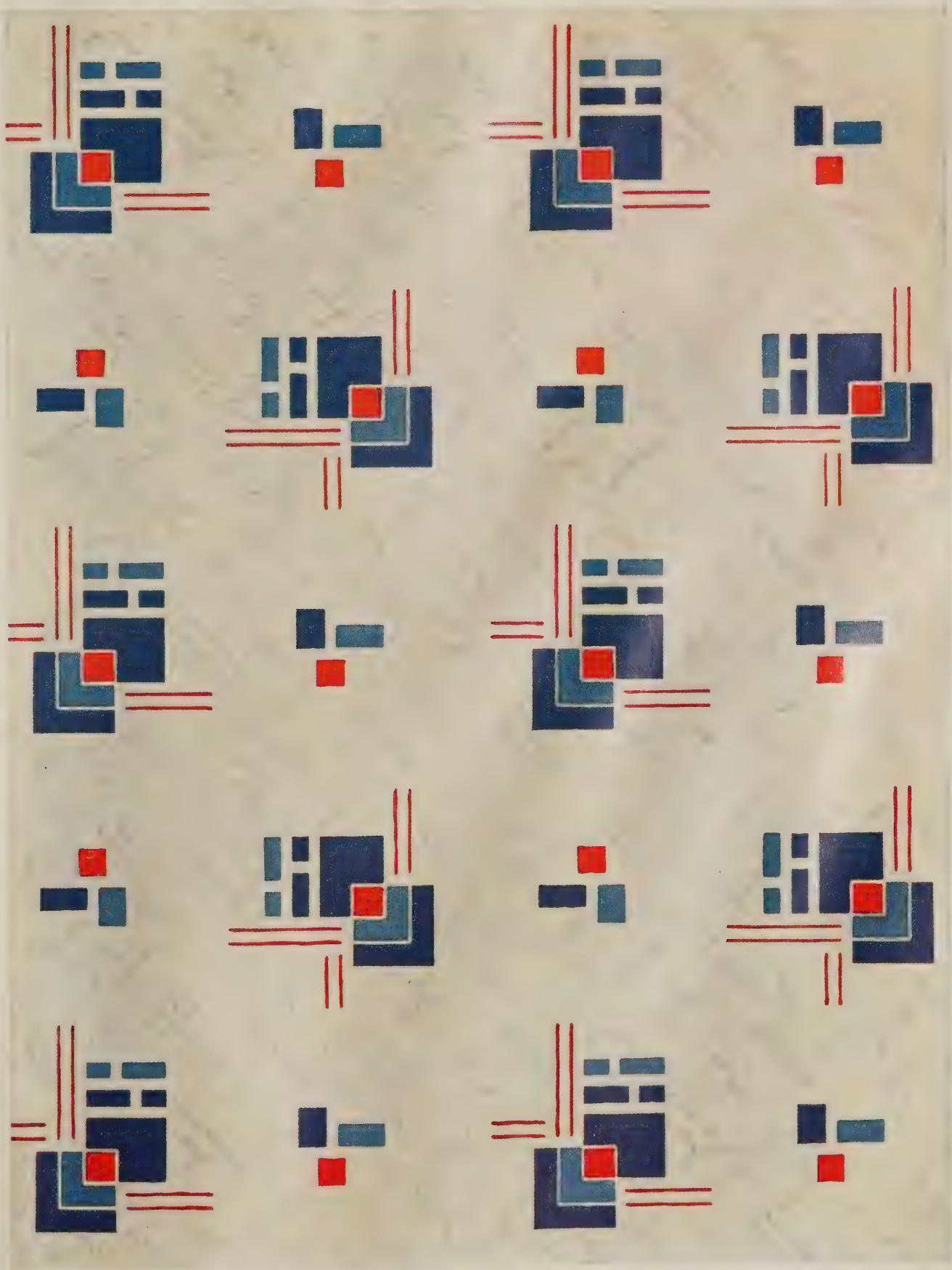


2 yards wide
3 yards wide
4 yards wide

No. 5117

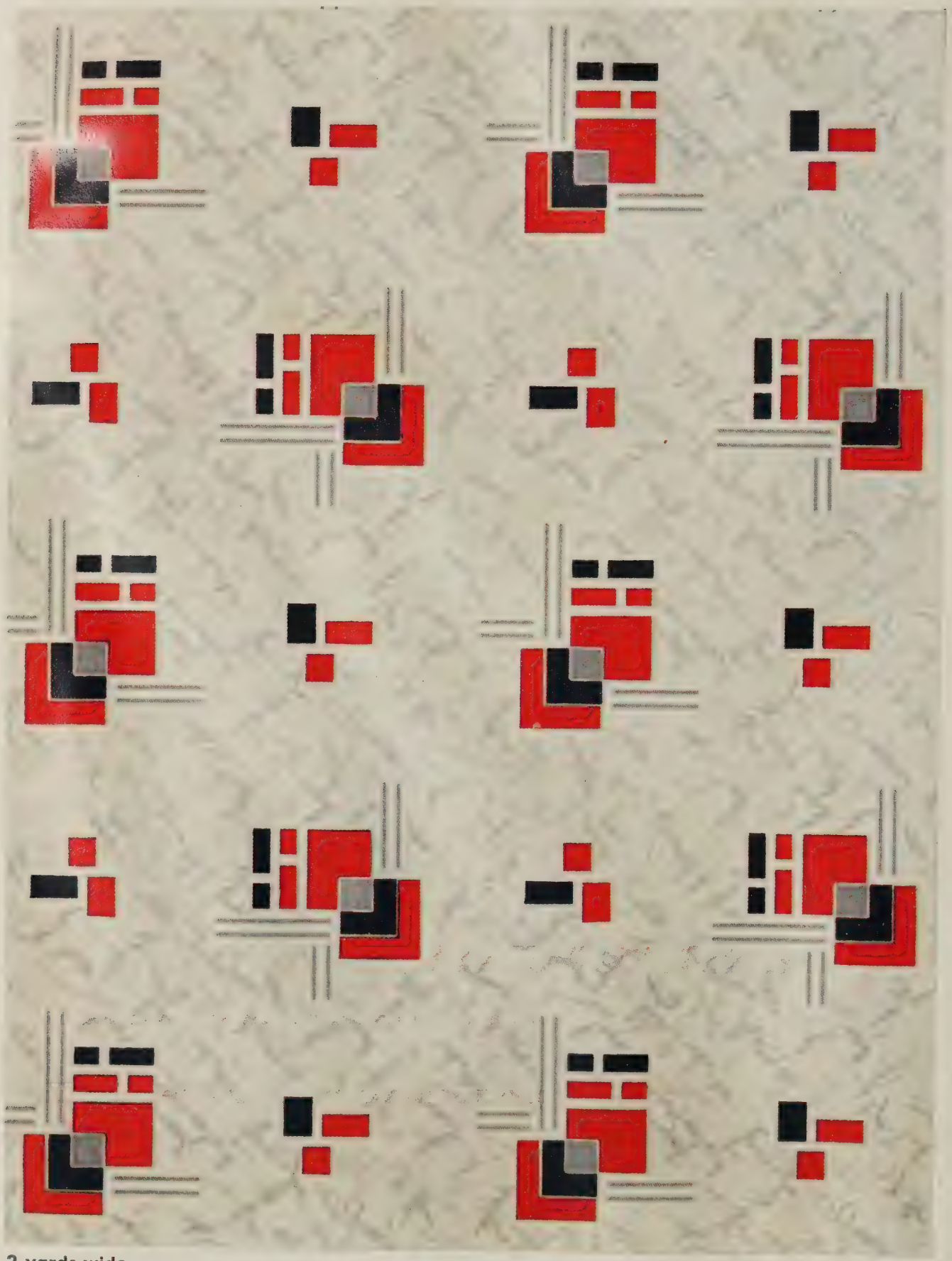
2 yards wide
3 yards wide
4 yards wide

No. 5151



2 yards wide

No. 5164



2 yards wide

No. 5165

2 yards wide

No. 5177

2 yards wide
3 yards wide

No. 5180

2 yards wide
3 yards wide

No. 5181

2 yards wide
3 yards wide
4 yards wide

No. 5201

2 yards wide
3 yards wide
4 yards wide

No. 5203

2 yards wide
3 yards wide
4 yards wide

No. 5206

2 yards wide
3 yards wide
4 yards wide

No. 5207

2 yards wide
3 yards wide

No. 5209

2 yards wide
3 yards wide

No. 5210

2 yards wide
3 yards wide

No. 5212

3 yards wide

No. 5214

2 yards wide
3 yards wide
4 yards wide

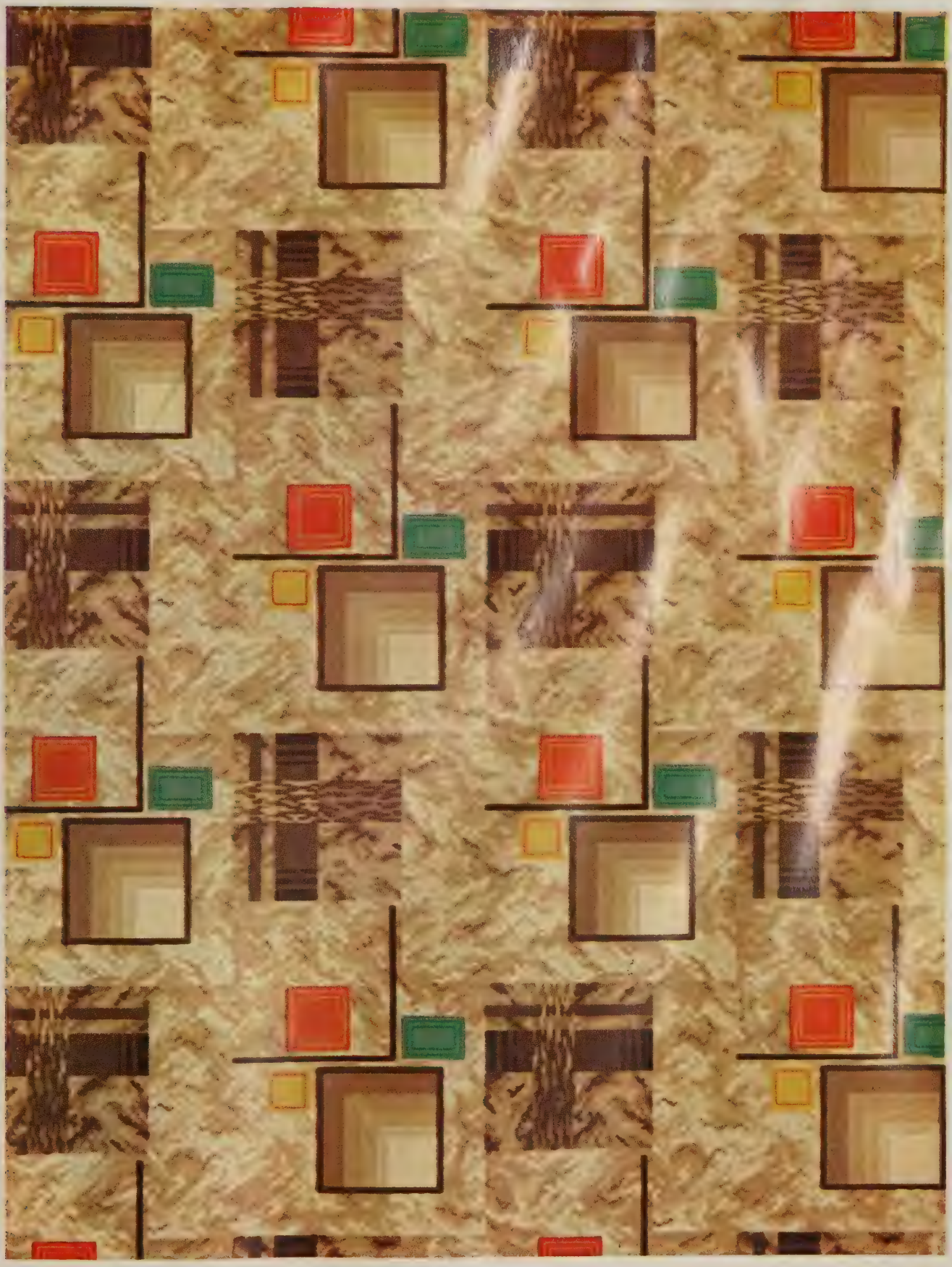
No. 5226

2 yards wide
3 yards wide

No. 5235

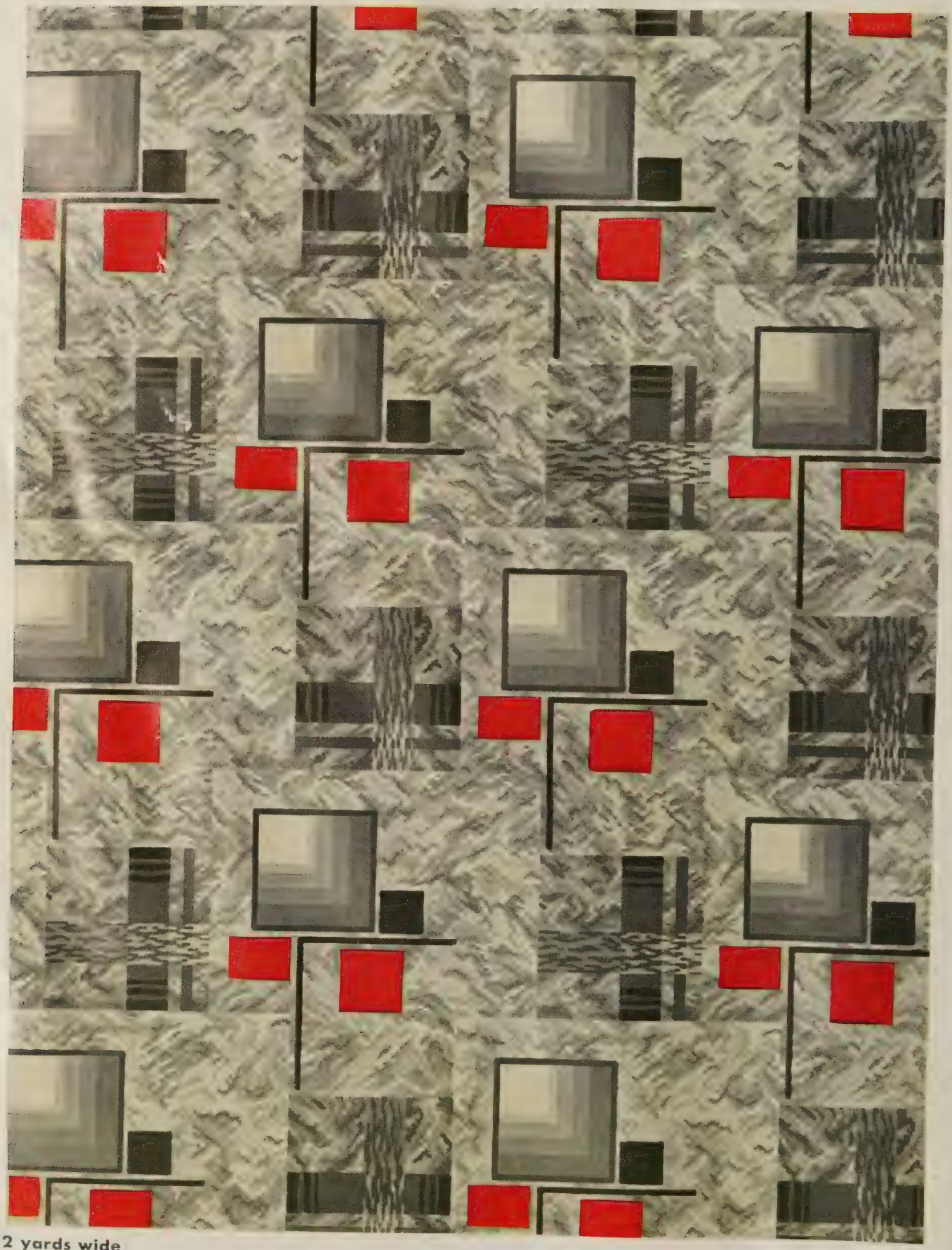
2 yards wide
3 yards wide

No. 5238



2 yards wide
3 yards wide

No. 5240



2 yards wide
3 yards wide

No. 5241

3 yards wide

No. 5245

3 yards wide

No. 5246

2 yards wide
3 yards wide

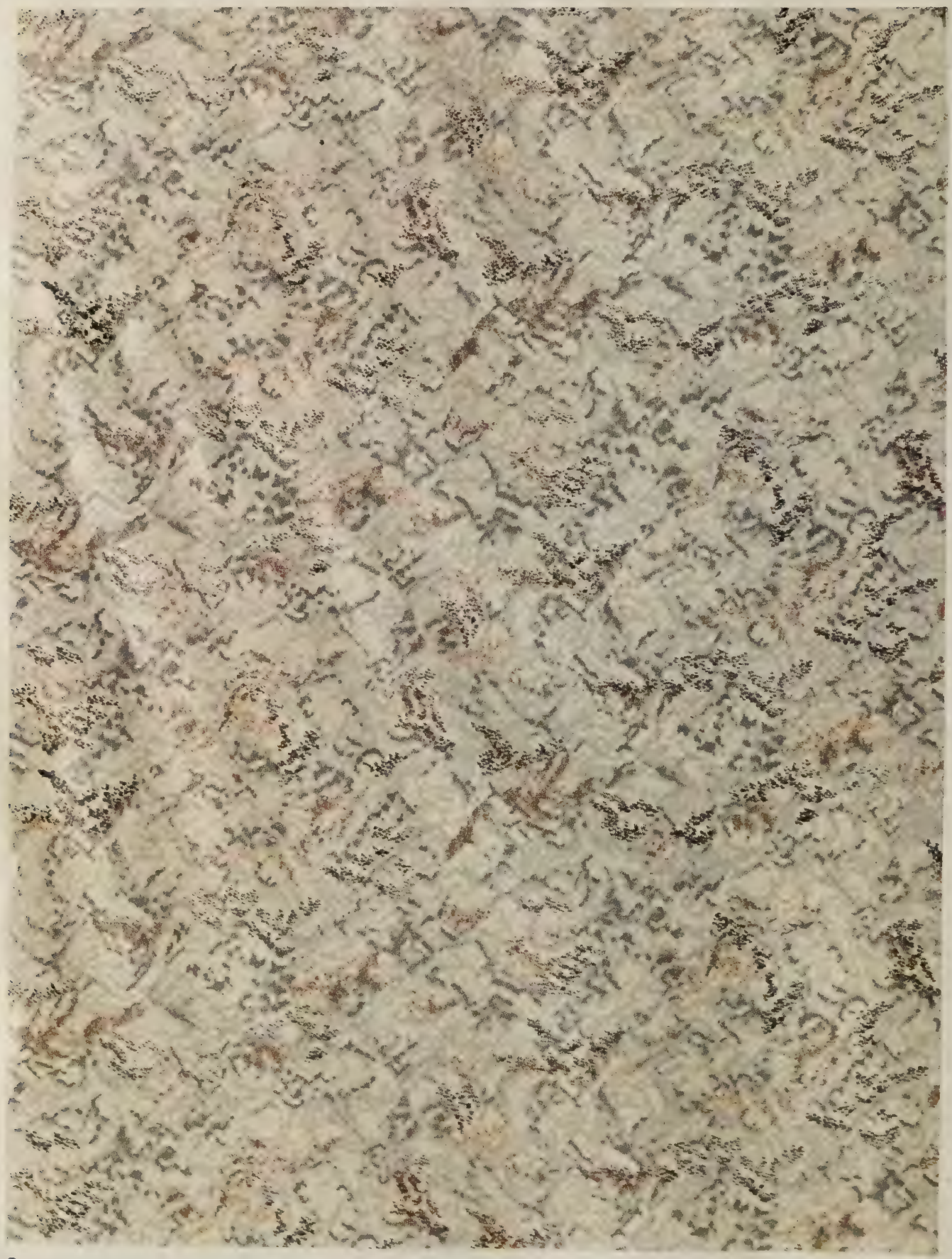
No. 5255

2 yards wide
3 yards wide

No. 5256

2 yards wide
3 yards wide

No. 5257



2 yards wide
3 yards wide

No. 5260

2 yards wide
3 yards wide

No. 5261

2 yards wide

No. 5262

2 yards wide
3 yards wide
4 yards wide

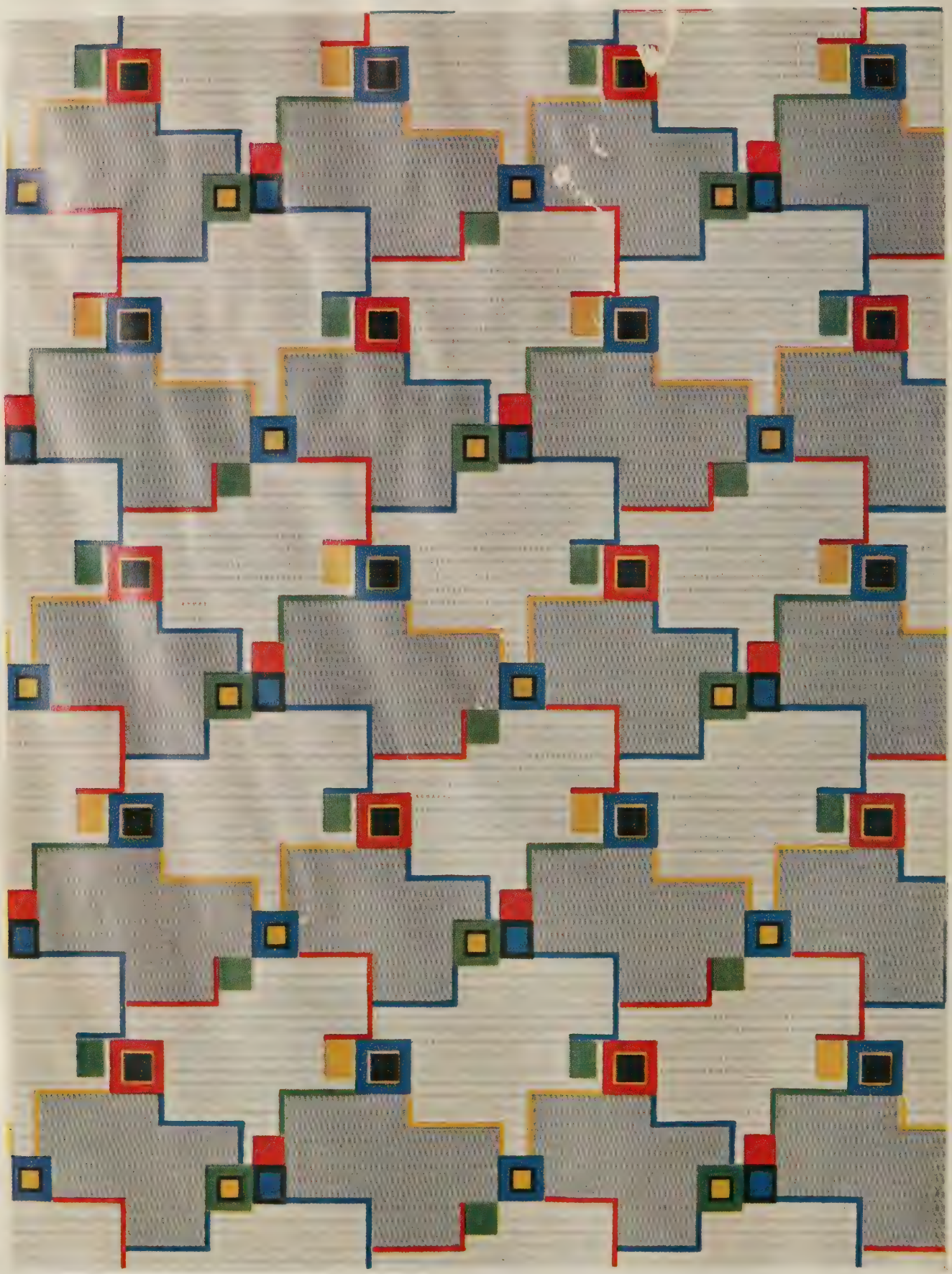
No. 5270

2 yards wide
3 yards wide
4 yards wide

No. 5271

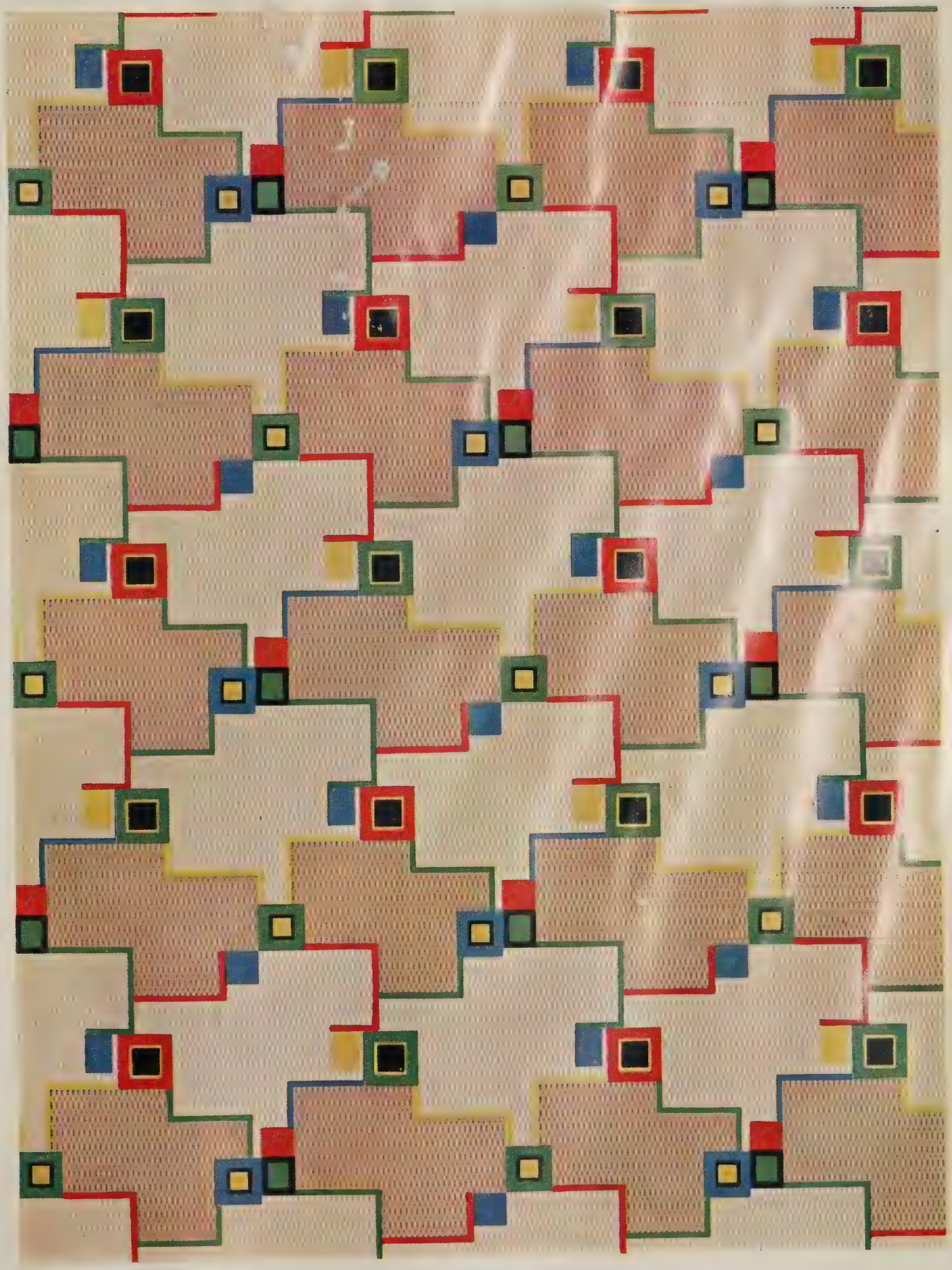
2 yards wide
3 yards wide
4 yards wide

No. 5272



2 yards wide
3 yards wide
4 yards wide

No. 5280

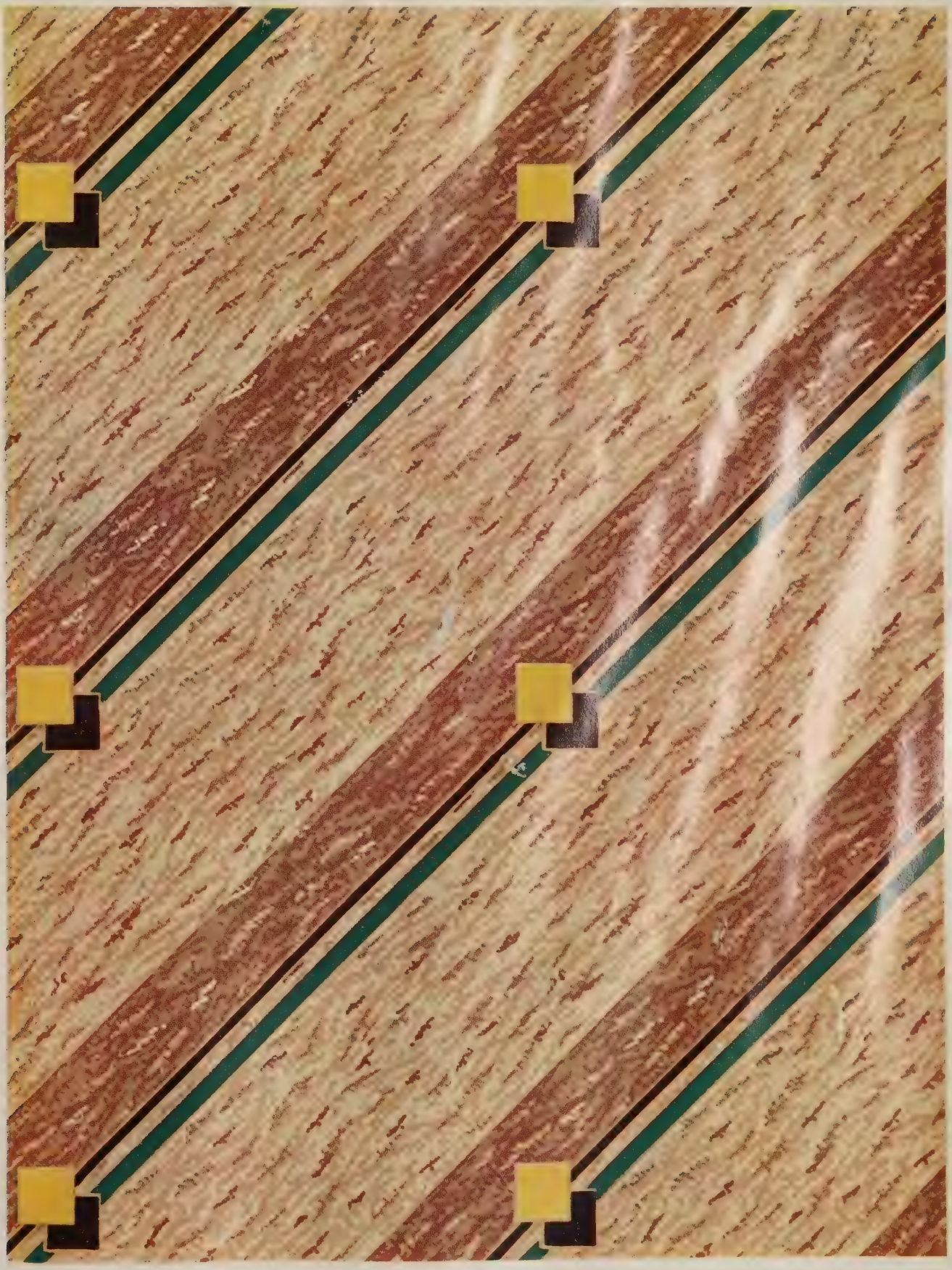


2 yards wide
3 yards wide
4 yards wide

No. 5281

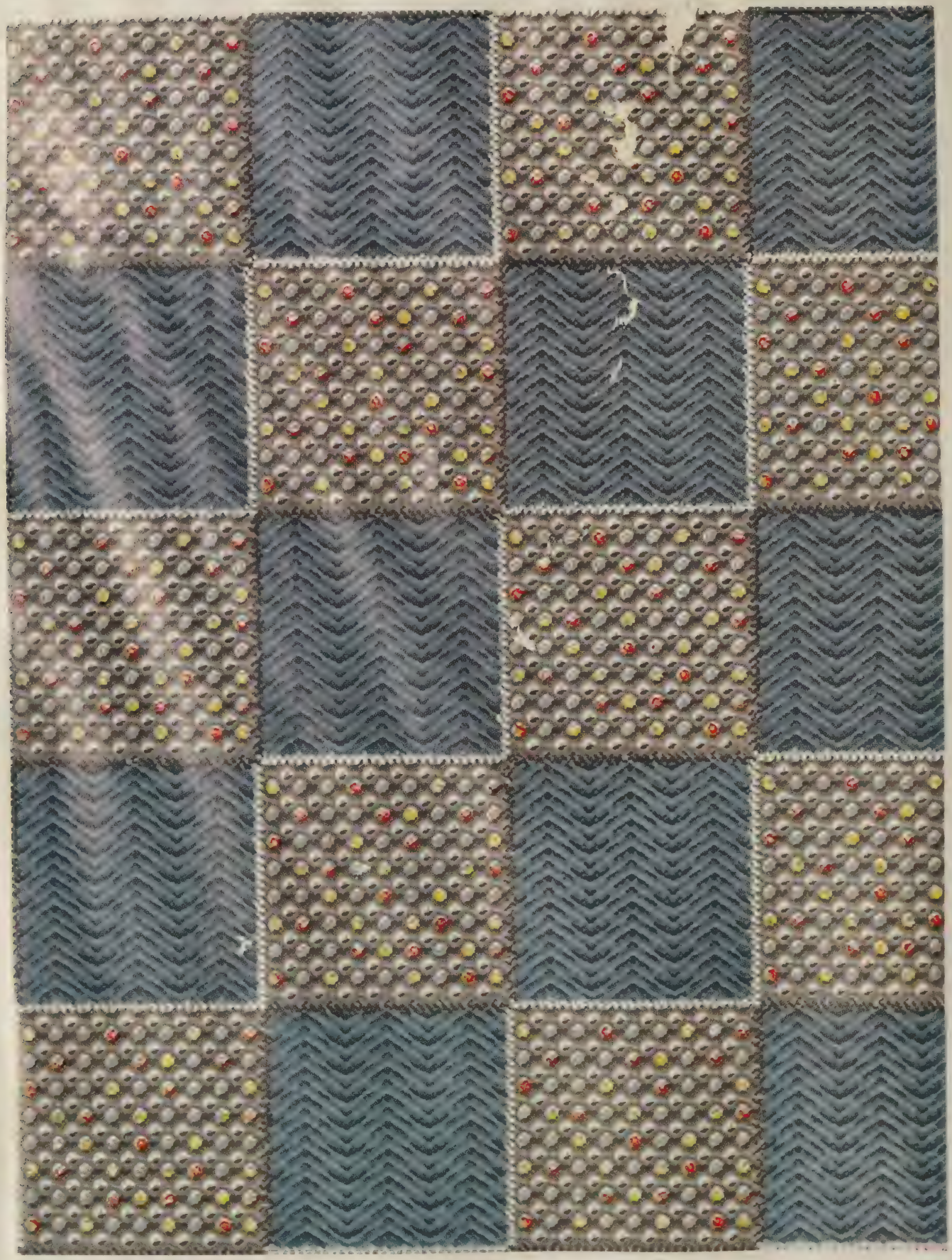
2 yards wide
3 yards wide

No. 5290



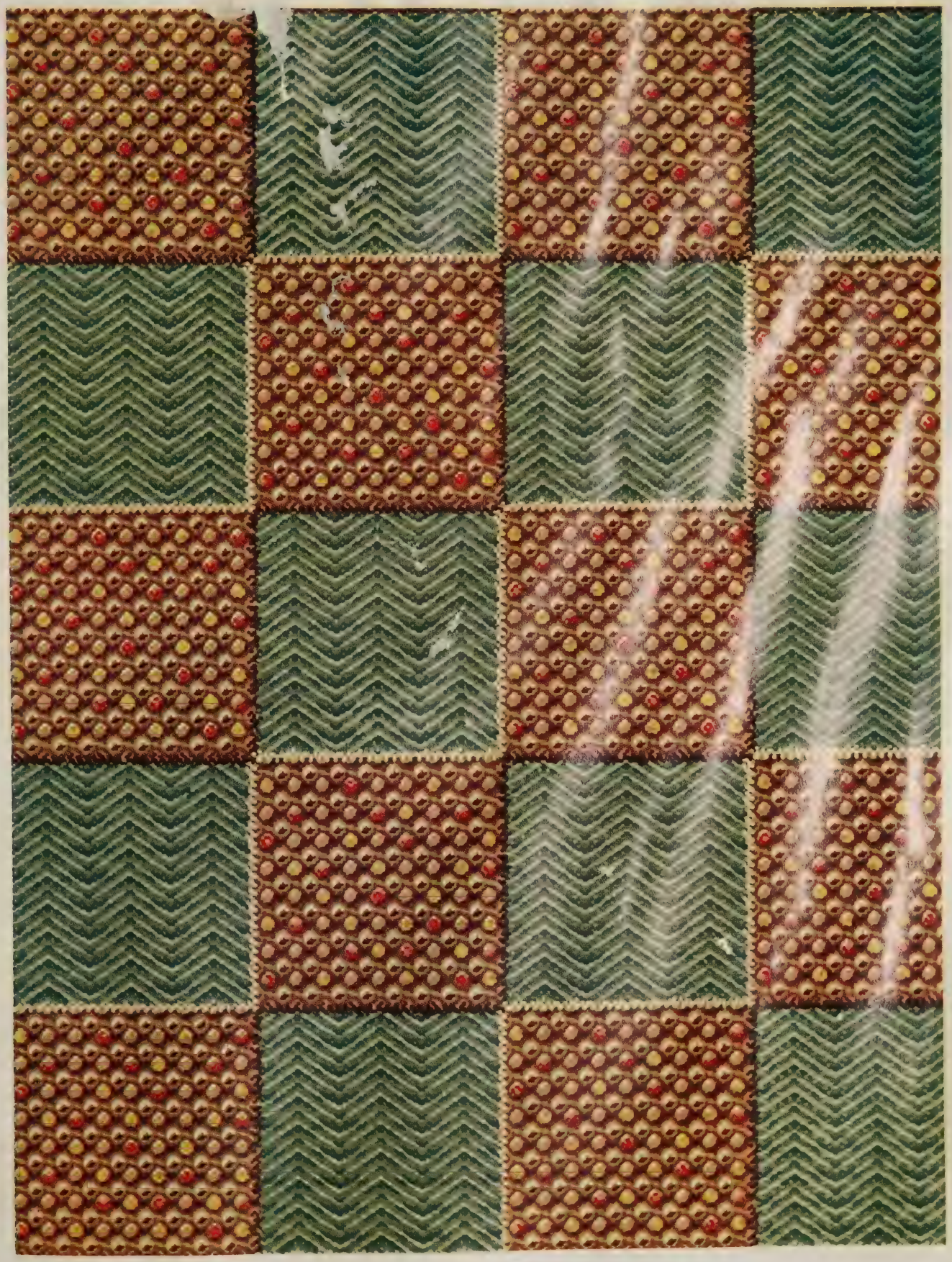
2 yards wide
3 yards wide

No. 5291



2 yards wide
3 yards wide
4 yards wide

No. 5300



2 yards wide
3 yards wide
4 yards wide

No. 5301

2 yards wide
3 yards wide
4 yards wide

No. 5310

2 yards wide
3 yards wide
4 yards wide

No. 5311

SLOANE *Quality*

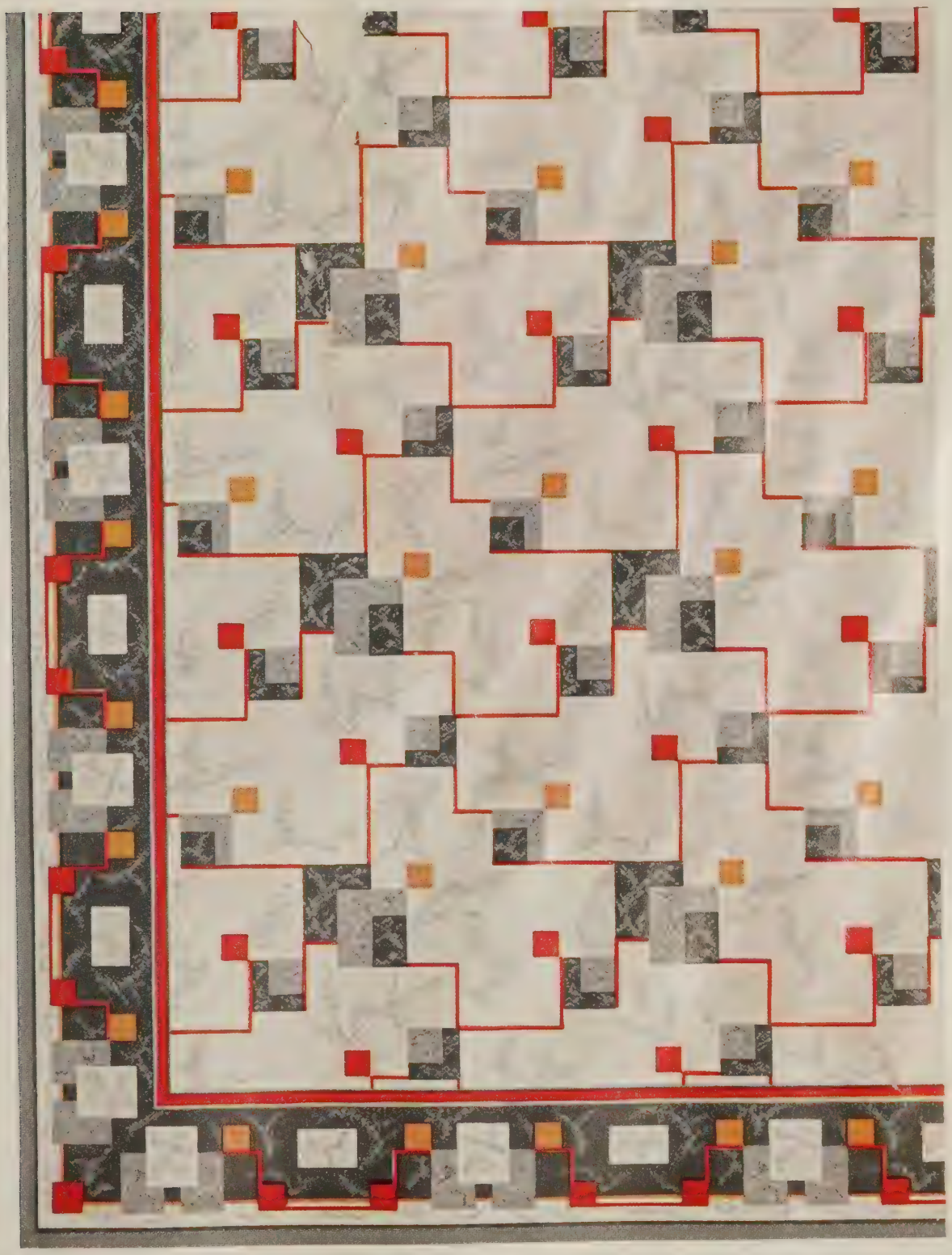
STANDARD WEIGHT RESILIENT
ENAMEL RUGS AND FLOOR COVERINGS

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6130

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6131



3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

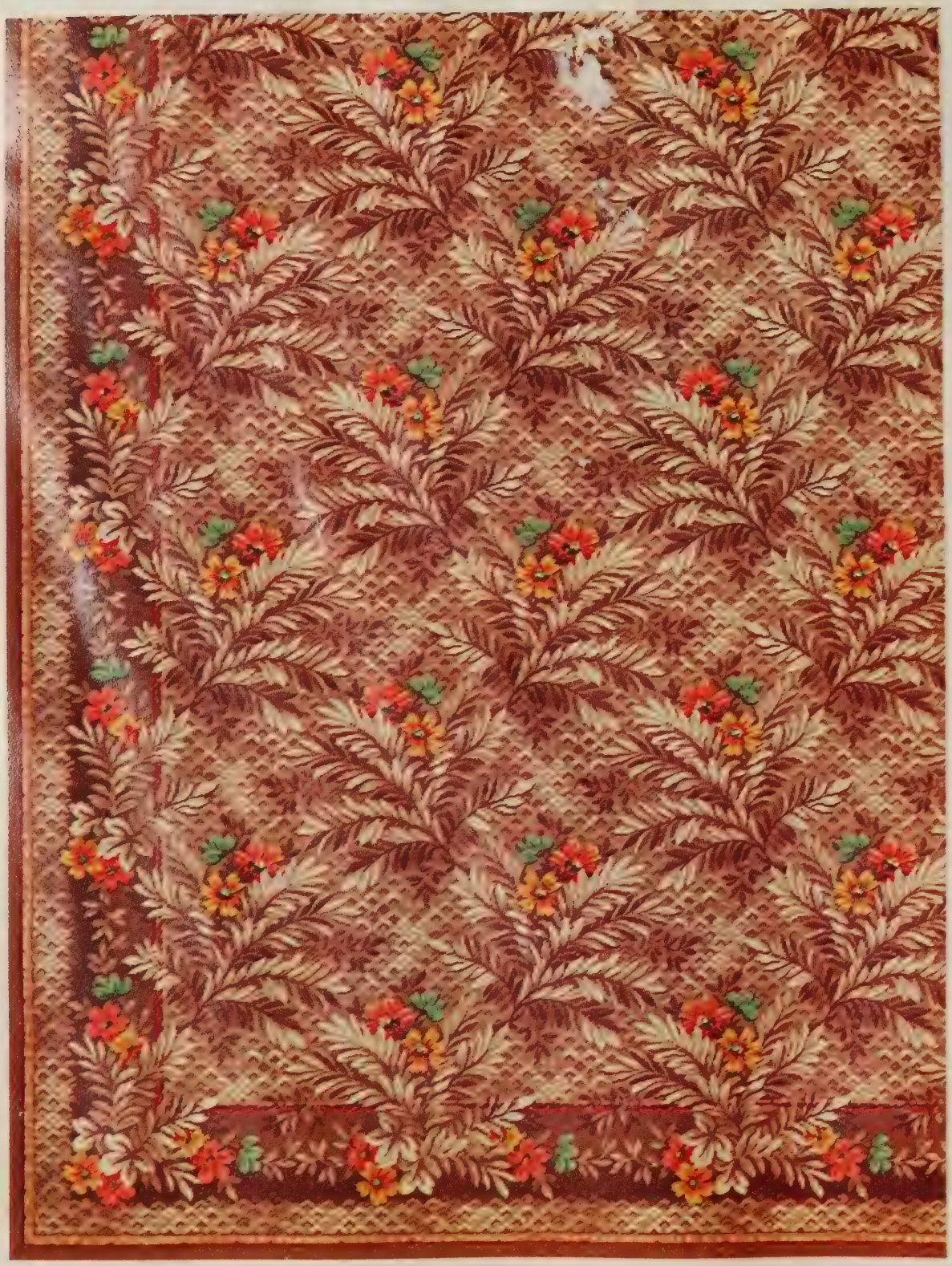
No. 6138

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6139

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6149



3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6150

3′ x 9′
6′ x 9′
7′½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6164

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6165

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6180

3′ x 9′
6′ x 9′
7½′ x 9′
9′ x 9′
9′ x 10½′
9′ x 12′
9′ x 15′

No. 6181

2 yards wide

No. 8009

2 yards wide
3 yards wide

No. 8138

2 yards wide
3 yards wide

No. 8139

2 yards wide
3 yards wide

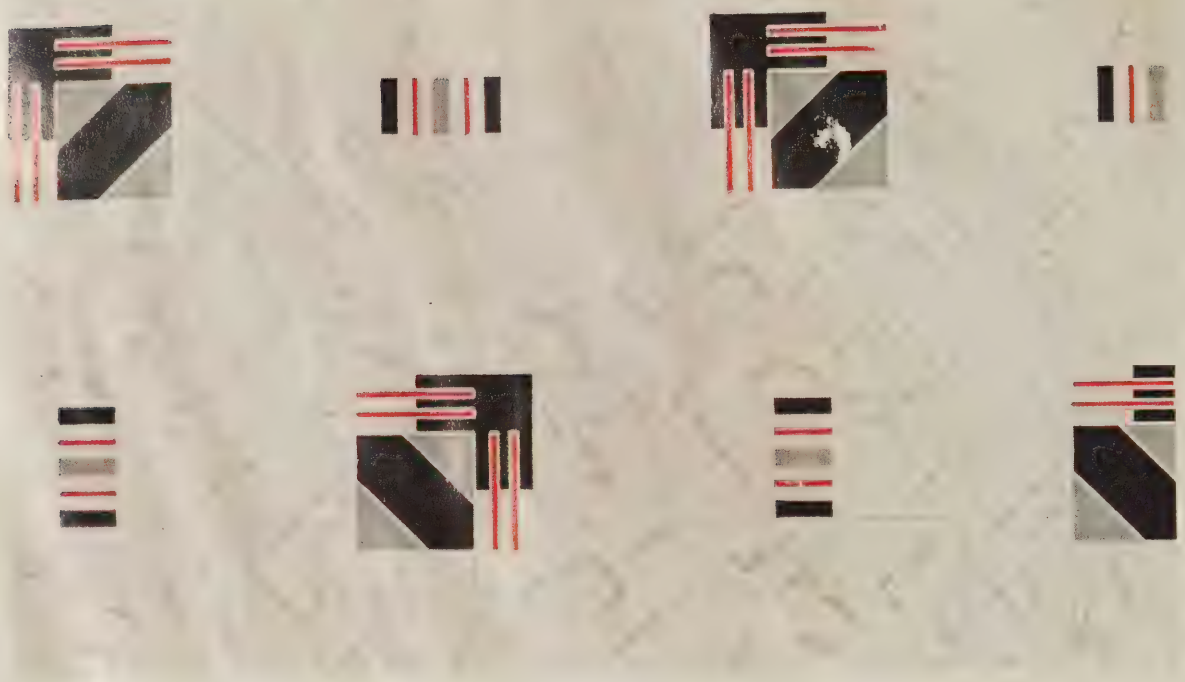
No. 8166

2 yards wide
3 yards wide

No. 8168

2 yards wide
3 yards wide

No. 8169



2 yards wide
3 yards wide

No. 8185

2 yards wide
3 yards wide

No. 8187

2 yards wide
3 yards wide

No. 8206

2 yards wide
3 yards wide

No. 8209

2 yards wide
3 yards wide

No. 8210

2 yards wide
3 yards wide

No. 8212

3 yards wide

No. 8222

3 yards wide

No. 8223

3 yards wide

No. 8224

3 yards wide

No. 8235

3 yards wide

No. 8236

2 yards wide

No. 8261

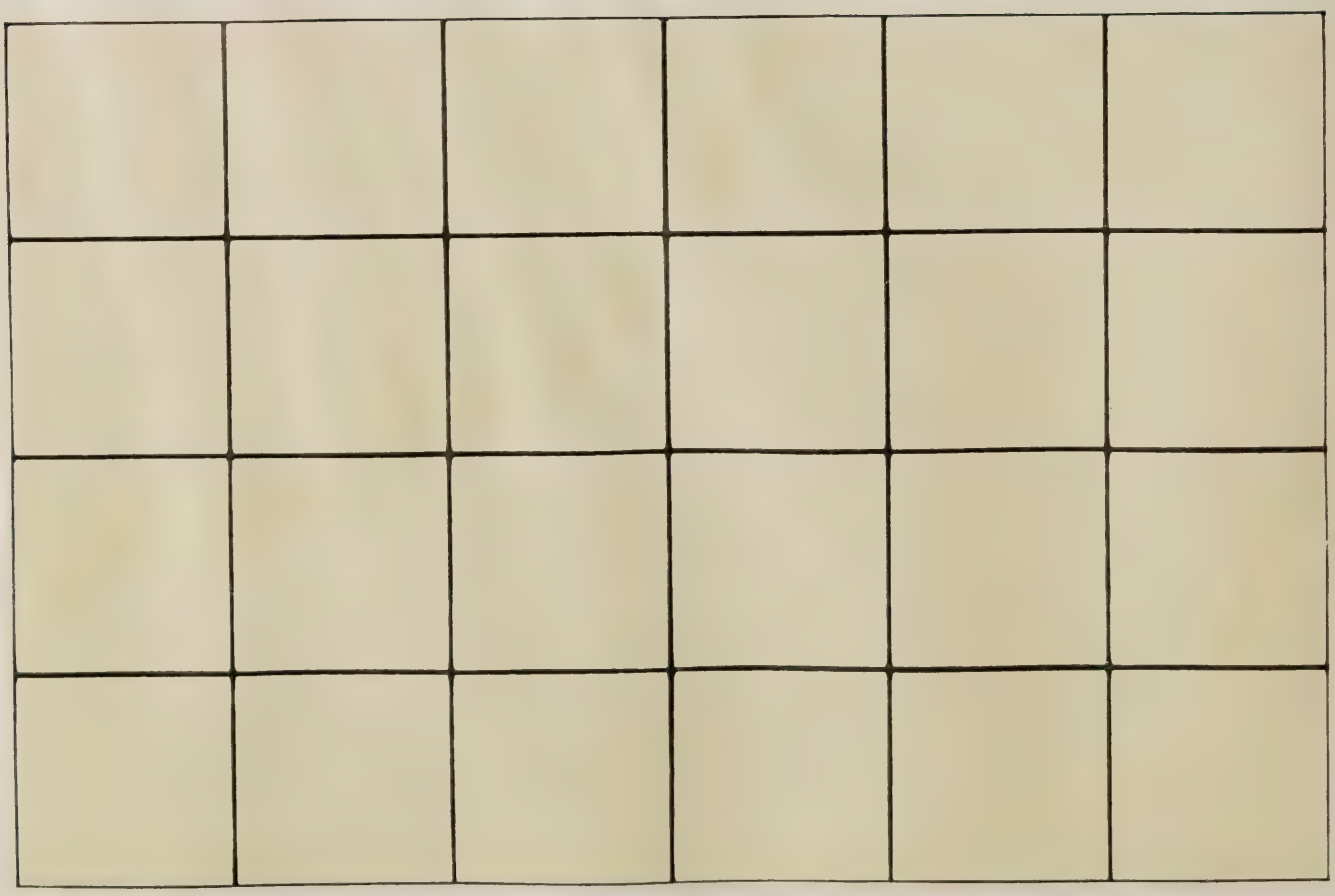
SLOANE LINOLEUM PRODUCTS

SLOANE *Quality*

RESILIENT ENAMEL WALL COVERING

54 inches wide

No. 5600

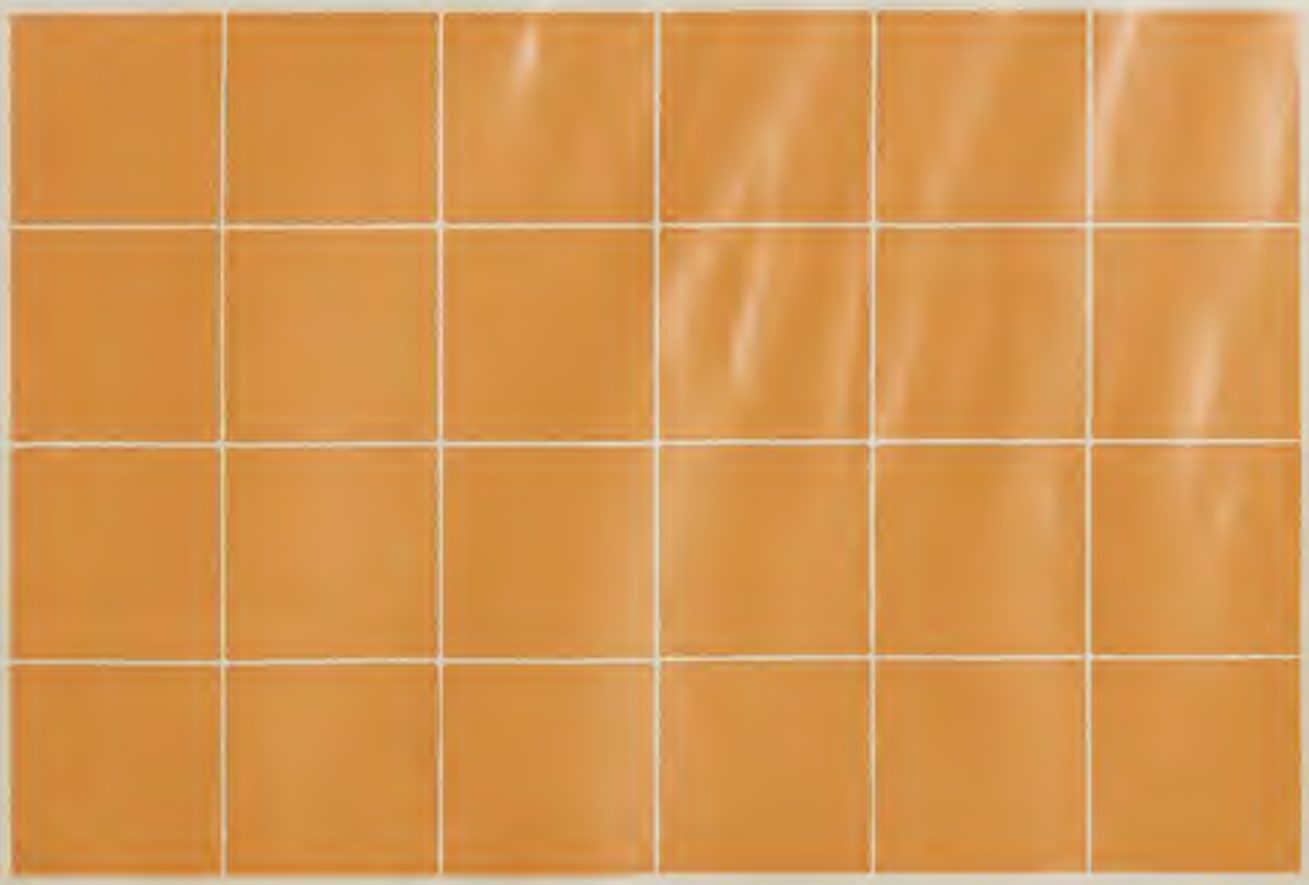


54 inches wide

No. 5602

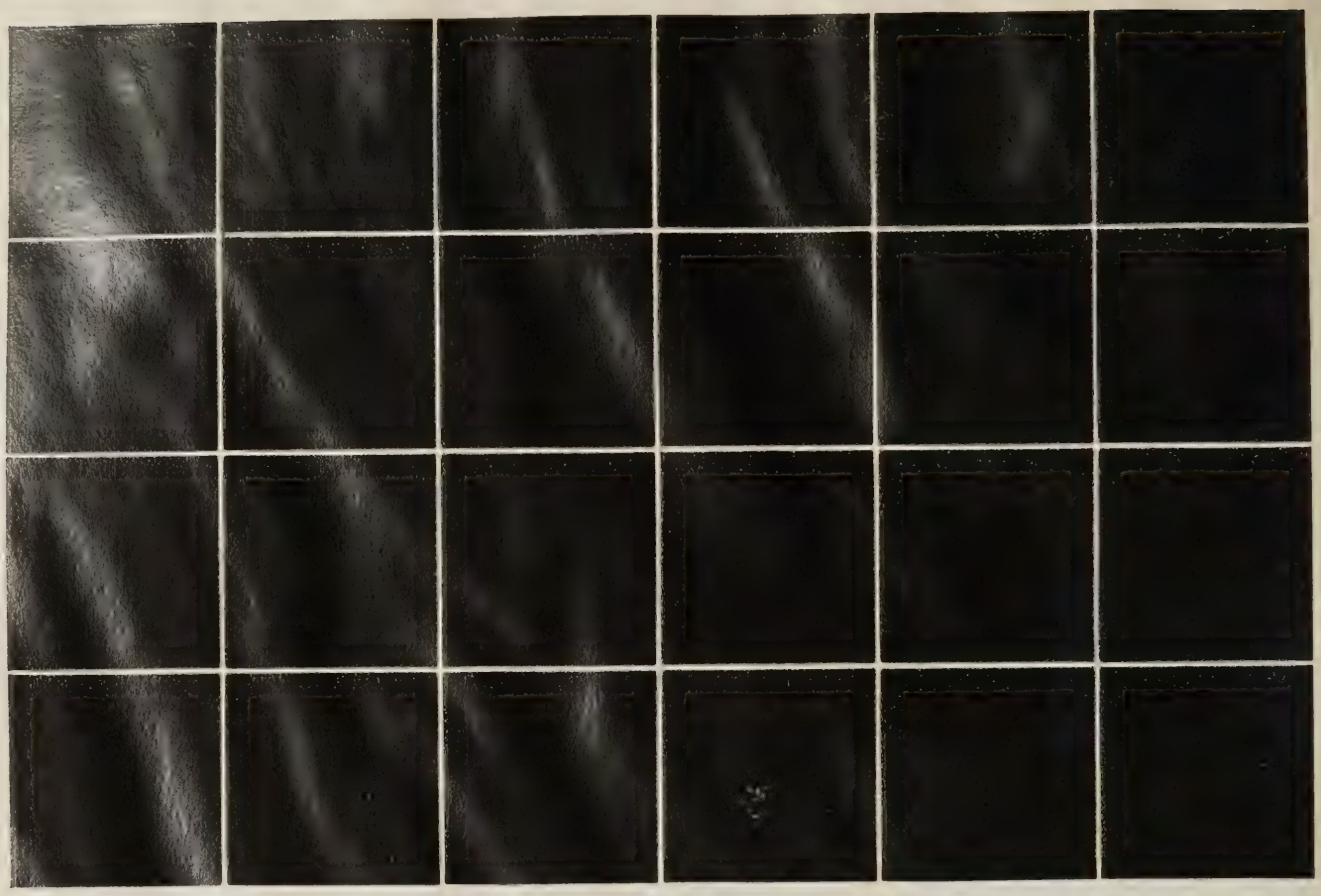
54 inches wide

No. 5603



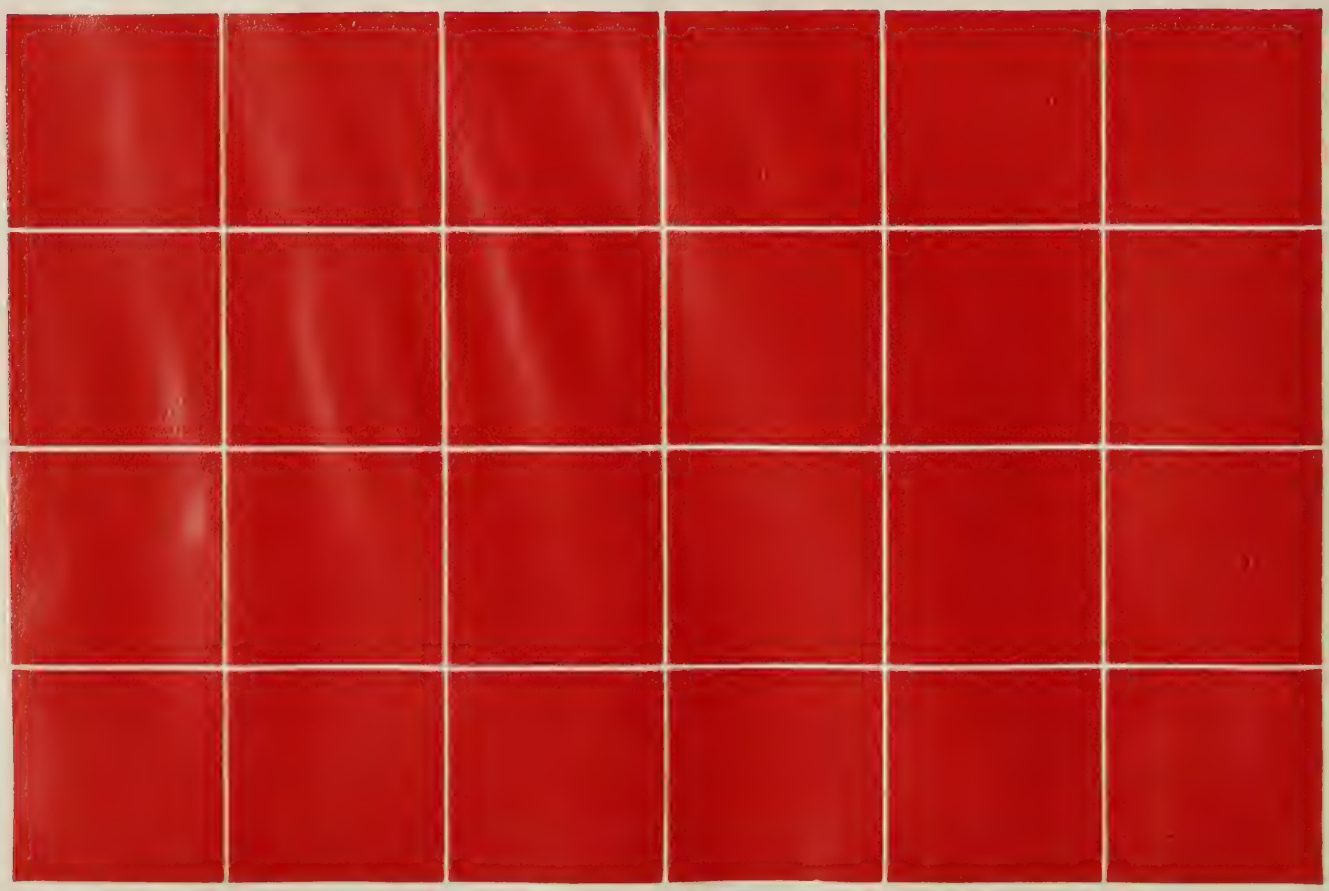
54 inches wide

No. 5604



54 inches wide

No. 5605



54 inches wide

No. 5610

54 inches wide

No. 5615

54 inches wide

No. 5620

Sloane Quality STANDARD RESILIENT ENAMEL HALL RUNNER

No. 9806

No. 9807

No. 9808

24 inches wide

Sloane Quality RUG BORDER

No. 9001

24 inches wide
36 inches wide
2 yards wide

No. 9002

24 inches wide
36 inches wide
2 yards wide

No. 9003

2 yards wide

a new finer cleaner . . .

Sloane Quality Linoleum Cleaner contains no abrasives or harsh alkalies. Its use as a cleaner is not restricted to linoleum and resilient enamel. It is safe for use on any surface not harmed by water — even asphalt and rubber tile. Just pour a little in water. Swish it on, then rinse. That's all! It may also be used to clean such surfaces as painted woodwork, walls and furniture.

a new finer wax

Sloane Quality Wax is made of the same basic ingredients that produce the brilliant, "mill-waxed" finish on Sloane Quality Linoleum Products. It needs no rubbing. It should be applied in a very thin coat . . . and allowed to dry. It gives a wonderful, soft luster to all types of floors — linoleum, resilient enamel, asphalt tile or hardwood.

FOR THE CARE OF

America's Finest Linoleum Products

SLOANE *Quality* ADHESIVES

Insure always satisfactory installation of Sloane Quality floors by using Sloane Quality Adhesives, each especially developed for specific products and specific types of installations.

1. Sloane Quality Linoleum Paste has superior adhesive qualities and sets up rapidly. It is unharmed by temperature extremes. Spreads evenly and easily. 5-gal. can illustrated.

2. Sloane Quality Waterproof Linoleum Cement is the adhesive to use wherever water may be spilled. It should also be used to cement linoleum to steel surfaces. 1 gal. and 1 qt. can illustrated.

3. Koroseal Tile Adhesive should always be used for installing Koroseal Tile Flooring. It has excellent cohesion properties. It is not a quick drying bonding agent that will become brittle. 1 gal. can is shown.

4. Koroseal Cove Adhesive is specifically designed to fasten Koroseal Cove Base or Cove Molding to plaster, wood, concrete, steel, stone, or marble or composition flooring. 1 gal. size illustrated.

5. Asphalt Tile Primer should be used on all cement floors that are "on" or "below" grade and it is also recommended for magnesite and suspended concrete floors where the surface may be dusty or porous.

6. Asphalt Tile Cut Back should be used as the adhesive when installing Tile "on" or "below" grade or on suspended concrete floors which have been primed. It should never be used on saturated or semi-saturated lining felt.

7. Asphalt Tile Emulsion should be used as the adhesive when installing Tile on lining felt laid over wood floors and on plywood or hardboard where no lining felt is necessary. It can also be used on suspended concrete floors and concrete floors "on" or "below" grade if there is no moisture present and they have been properly primed.

TABLE OF GAUGES AND SHIPPING WEIGHTS

SHIPPING WEIGHTS OF SLOANE QUALITY RESILIENT FLOOR AND WALL COVERINGS

	Gauge in inches	Width	Average shipping wt. per sq. yd. in lbs.	Average shipping wt. per roll of approx. 90 lin. ft.
PLAIN				
3/16″	(.188)	2 yds.	12.50	†750
1/8″	(.125)	2 yds.	8.75	†495
Standard	(.095)	2 yds.	5.20	300
JASPE				
1/8″	(.125)	2 yds.	8.00	†480
STRAIGHT LINE INLAID				
Standard	(.095)	2 yds.	5.50	300
Light	(.070)	2 yds.	4.67	260
MARBLETONE				
Heavy	(.125)	2 yds.	8.50	†485
Standard	(.095)	2 yds.	5.34	300
Light	(.070)	2 yds.	4.55	260

	Width	Average shipping wt. per sq. yd. in lbs.	Average shipping wt. per roll of approx. 90 lin. ft.
HEAVY WEIGHT RESILIENT ENAMEL FLOOR COVERING			
	2 yds.	3.33	200
	3 yds.	3.45	300
	4 yds.	3.45	*400
STANDARD WEIGHT RESILIENT ENAMEL FLOOR COVERING			
	2 yds.	3.00	160
	3 yds.	2.95	240
STANDARD WEIGHT RESILIENT ENAMEL HALL RUNNER			
(180 lin. ft.)	24 in.	3.20	125
RUG BORDER			
(180 lin. ft.)	24 in.	2.63	100
(180 lin. ft.)	36 in.	2.63	150
(105 lin. ft.)	2 yds.	2.63	150
HEAVY WEIGHT RESILIENT ENAMEL WALL COVERING			
	54 in.	3.09	120

†WOOD CRATED FOR SHIPMENT—ALL OTHERS WRAPPED IN HEAVY PAPER

NOTE: THE ABOVE AVERAGE WEIGHTS HAVE BEEN CONSTANT OVER A PERIOD OF YEARS BUT THERE MAY BE SLIGHT VARIATIONS DUE TO POSSIBLE DIFFERENCES IN YARDAGE OF ROLLS.

SHIPPING WEIGHTS OF SLOANE QUALITY RESILIENT ENAMEL RUGS

SIZE	HEAVY WEIGHT in lbs.	STANDARD WEIGHT in lbs.	SIZE	HEAVY WEIGHT in lbs.	STANDARD WEIGHT in lbs.
‡3′ x 9′	32	25	9′ x 12′	42	35
6′ x 9′	22	18	9′ x 15′	53	43
7½′ x 9′	27	22	12′ x 12′	56	—
9′ x 9′	32	27	12′ x 15′	70	—
9′ x 10½′	37	30			

ALL OF THE ABOVE ARE PACKED IN TUBES ‡3′ x 9′ SIZE PACKED 3 RUGS TO A TUBE

SHIPPING WEIGHTS SLOANE QUALITY *KOROSEAL PRODUCTS AND ASPHALT TILE

PRODUCT	SIZE	LIN. OR SQ. FT. PER CARTON	PIECES PER CARTON	WEIGHT IN LBS.	WEIGHT PER CARTON
1/8″ Koroseal Tile	9″ x 9″	54 sq. ft.	96	1.05 lbs. sq. ft.	57 lbs.
Koroseal Cove Base	4″ Top Set	160 lin. ft.	40	0.41 lbs. lin. ft.	65 "
Koroseal Cove Base	6″ Top Set	112 lin. ft.	28	0.54 lbs. lin. ft.	60 "
Koroseal Cove Molding	1½″ Top Set	108 lin. ft.	12	0.16 lbs. lin. ft.	17 "
1/8″ Asphalt Tile	9″ x 9″	54 sq. ft.	96	1.25 lbs. sq. ft.	67 "

SHIPPING WEIGHTS (LBS.) OF SLOANE QUALITY ADHESIVES, SLOANE KOROSEAL ADHESIVES ASPHALT PRIMER AND MAINTENANCE COMMODITIES

	PINTS 24 to CARTON	QUARTS 12 to CARTON	GALS. 4 to CARTON	GALS. 6 to CARTON	3 GAL. DRUMS	5 GAL. DRUMS	30 GAL. DRUMS	55 GAL. DRUMS
Linoleum Waterproof Cement	—	44	53	—	—	64	—	—
Linoleum Paste	—	44	55	—	44	64	410	—
Koroseal Tile Adhesive	—	36	48	—	—	60	—	—
Koroseal Cove Adhesive	—	36	48	—	—	60	—	—
Asphalt Primer	—	—	34	—	—	40	—	—
Asphalt Cut Back Cement	—	—	35	—	—	43	—	—
Asphalt Emulsion	—	—	36	—	—	45	—	—
Sloane Quality Wax	36	33	—	59	—	47	—	518
Sloane Quality Linoleum Cleaner	37	33	—	60	—	47	—	530

* ® B F GOODRICH

NATIONAL SHOWROOM

295 Fifth Avenue
New York 16, New York

REGIONAL SHOWROOMS

Merchandise Mart Plaza
Chicago 54, Illinois

2155 East 7th Street
Los Angeles, California

1355 Market Street
San Francisco, California

SLOANE-BLABON DISTRIBUTORS

ALABAMA
Birmingham . . . Southern Furniture and Rug Company
Mobile . . Modern Appliance and Supply Co.

ARIZONA
Phoenix . . . Arizona Wholesale Supply Company, Inc.

ARKANSAS
Little Rock . . . . . Frank Lyon Company

CALIFORNIA
Los Angeles . . . . Century Floor Coverings, Inc.
San Francisco . . . Stewart-Hartshorn Company

COLORADO
Denver . . . . . The B. K. Sweeney Electrical Company
Grand Junction . . . The Salt Lake Hardware Company
Pueblo . . . . The B. K. Sweeney Electrical Company

CONNECTICUT
Hartford . . . . . New England Floor Covering Company

FLORIDA
Jacksonville . . . . Westrich Distributors, Ltd.

GEORGIA
Atlanta . . . . . W. D. Alexander Company, Inc.
Savannah . . . . . Semmes Hardware Company

IDAHO
Boise . . . . . The Salt Lake Hardware Company

ILLINOIS
Chicago . . . . . Corry-Nordgren Company, Inc.
Chicago . . . . . Gilford and Company, Inc.

INDIANA
Evansville . . . . . Arthur Fulmer of Kentucky
Fort Wayne . . . . Arthur Fulmer of Indiana
Indianapolis . . . . Arthur Fulmer of Indiana

IOWA
Des Moines . . . . Renard Linoleum and Rug Company
Sioux City . . . . . Orchard and Wilhelm Company

KANSAS
Wichita . . . . . Fitts Dry Goods Company

KENTUCKY
Louisville . . . . Arthur Fulmer of Kentucky

LOUISIANA
New Orleans . . . . Modern Appliance and Supply Company
Shreveport . . . . . Frank Lyon Company

MARYLAND
Baltimore . . . . . Savage and Kirsh

MASSACHUSETTS
Boston . . . . . New England Floor Covering Company

MICHIGAN
Detroit . . . . . Edson, Moore and Company
Flint . . . . . Edson, Moore and Company
Grand Rapids . . . . Edson, Moore and Company

MINNESOTA
Minneapolis . . . . General Floor Covering Company

MISSISSIPPI
Jackson . . . . . Arthur Fulmer Radio Sales Corporation

MISSOURI
Kansas City . . . . . Fitts Dry Goods Company
St. Louis . . . . . Roesel-Jost Company

MONTANA
Billings . . . . . F. E. Buck Sales
Butte . . . . . F. E. Buck Sales
Great Falls . . . . . F. E. Buck Sales

NEBRASKA
Omaha . . . . . Orchard and Wilhelm Company

NEW JERSEY
Newark . . . . . Foss and Voight Incorporated
Trenton . . . . . United Tire Stores Company (Fineburg's)

NEW MEXICO
Albuquerque . . . The B. K. Sweeney Electrical Company

NEW YORK
Albany . . . . . Empire State Distributors
Buffalo . . . . . William W. Dobkin Company
New York City . . . David Chassler, Incorporated
New York City . . . William A. Sale Corporation
Rochester . . . . . O'Donnell-Dunigan Company, Inc.
Syracuse . . . . . O'Donnell Distributors Company, Inc.
Utica . . . . . Utica Plumbing Supply Corporation

NORTH CAROLINA
Charlotte . . . . . Household Distributors
(Div. of Southern Friction Materials Co., Inc.)
Lexington . . . . . Thomas E. Dickerson Company
Magnolia . . . . . J. A. Smith and Company

OHIO
Cincinnati . . . . . Carl Nelson and Company
Cleveland . . . . . Foster-Dobler
Columbus . . . . . American Sales and Distributors, Inc.
Dayton . . . . . American Sales and Distributors, Inc.
Toledo . . . . . Edson, Moore and Company
Youngstown . . . . Foster-Dobler

OKLAHOMA
Oklahoma City . . . Leo Maxwell Company, Inc.
Tulsa . . . . . Leo Maxwell Company, Inc.

OREGON
Portland . . . . . Beryl W. Davis, Incorporated

PENNSYLVANIA
Altoona . . . . . Anchor Distributing Company
Harrisburg . . . . . Domestic Distributors, Inc.
Philadelphia . . . . Savage and Kirsh
Pittsburgh . . . . . Anchor Distributing Company
Wilkes-Barre . . . . R. B. Wall Company
York . . . . . York Paint and Hardware Company

RHODE ISLAND
Providence . . . . . Balfred Floor Covering Company

SOUTH CAROLINA
Charleston . . . . . C. D. Franke and Company, Inc.
Columbia . . . . . C. D. Franke and Company, Inc.
Spartanburg . . . . Montgomery and Crawford, Inc.

TENNESSEE
Chattanooga . . . . Bright Distributing Company
Knoxville . . . . . Bright Distributing Company
Memphis . . . . . Arthur Fulmer Radio Sales Corporation
Nashville . . . . . McWhorter, Weaver and Company, Inc.

TEXAS
Amarillo . . . . . V. P. Ryder Company
Beaumont . . . . . Paul Collins Company
Corpus Christi . . . . S. R. Knight Company
Dallas . . . . . V. P. Ryder Company
El Paso . . . . . Neff-Buckner-Holt, Inc.
Houston . . . . . Paul Collins Company
San Antonio . . . . S. R. Knight Company

UTAH
Salt Lake City . . . The Salt Lake Hardware Company

VIRGINIA
Bluefield . . . . . Graham Mattress Company
Richmond . . . . . Louis O. Bowman, Incorporated

WASHINGTON
Seattle . . . . . Beryl W. Davis, Incorporated
Spokane . . . . . Beryl W. Davis, Incorporated

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Huntington . . . . . Huntington Wholesale Furniture Company
Wheeling . . . . . Anchor Distributing Company

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Milwaukee . . . . . Floors, Incorporated

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